

# Falls Church Vision 2040



[fallschurchva.gov/vision](http://fallschurchva.gov/vision)

## Vision for the City of Falls Church

### Community Workshop

October 1, 2016



# Falls Church Vision 2040



[fallschurchva.gov/vision](http://fallschurchva.gov/vision)

*Director, DBI Architects, Inc.*

**ALAN HANSEN, FAIA, LEED AP**

# ALAN HANSEN, FAIA, LEED AP

- Resident California – 20 years
- Resident Arlington County – 15 years
  - Planning Commissioner – 8 years
  - Site Plan Review Committee – 5 years
- Resident Loudoun County – 28 years
  - Affordable Dwelling Unit Advisory Board – 5 years
  - Chair Loudoun County Design Cabinet – 12 years



*Vision*

# BRANDING PLACE

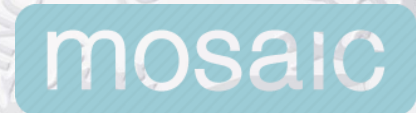




# HOMOGENIZATION WITHIN THE USA

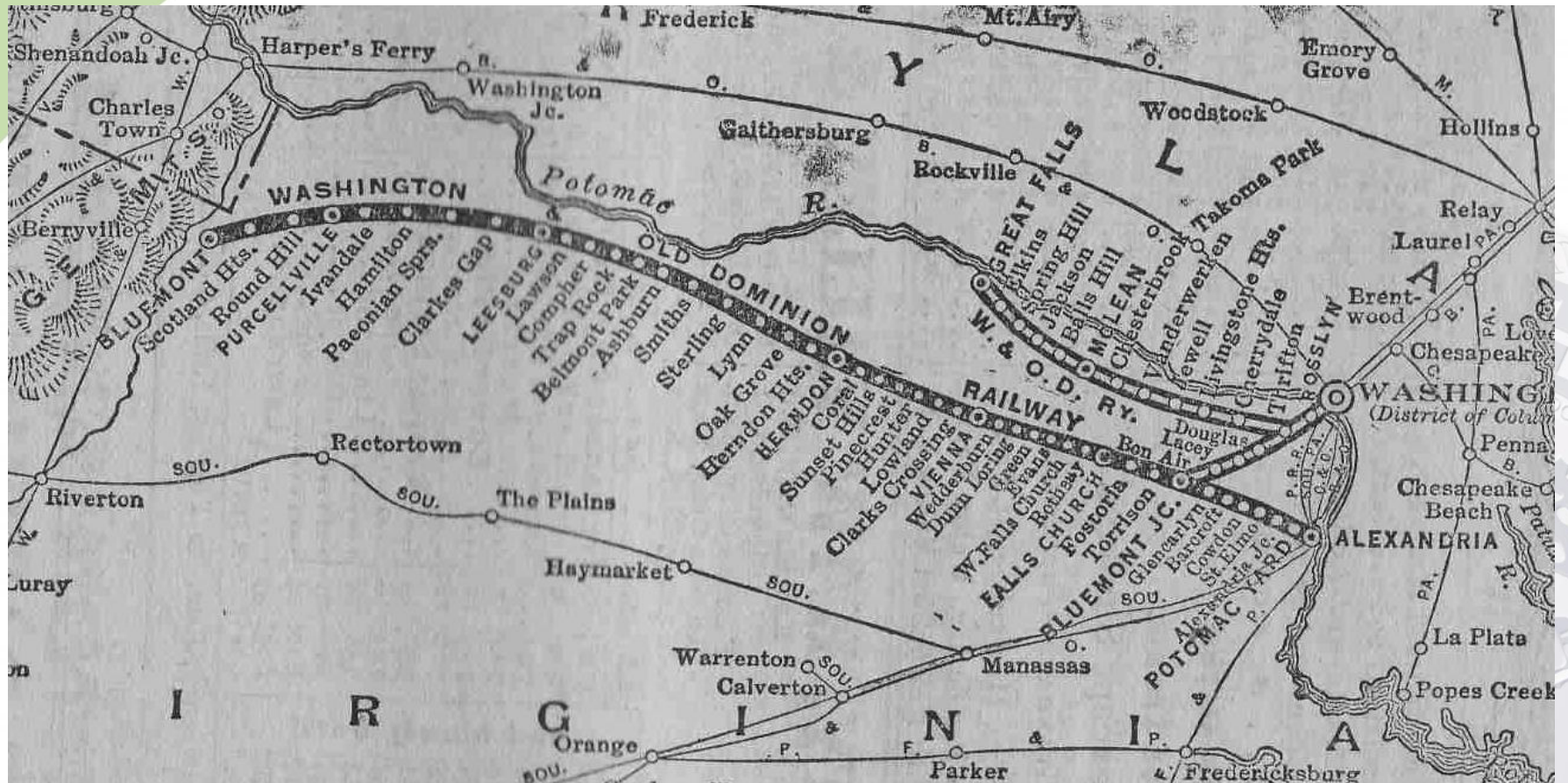


# HOMOGENIZATION WITHIN THE USA





# *The W & OD Trail / Route 7 :* **“A STRING OF PEARLS”**



**“If every historic town  
features a restaurant and a  
couple of antique shops,  
why visit more than one?”**

- Kennedy Smith,  
Community Land Use  
+ Economics Group, LLC

*What is the DNA of Falls Church?*

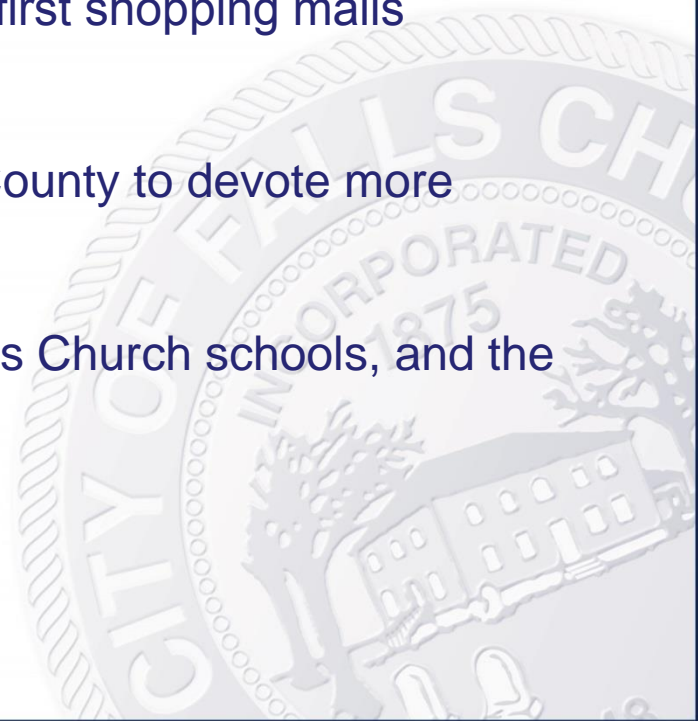
**ONE APPROACH:**



## *The W & OD Trail / Route 7:* **A STREET OF COMMERCE**

- 1860-1951 – Washington and Old Dominion Railroad
- 1956 – Seven Corners, one of the region's first shopping malls
- 1966 – Tysons Corner opens
- 1948 – Falls Church opts to leave Fairfax County to devote more resources to their schools
- 1958 – Modernization and rebuilding of Falls Church schools, and the start of music and arts programs.
- 1986 – West Falls Church Metro opens

(Source: Wikipedia)





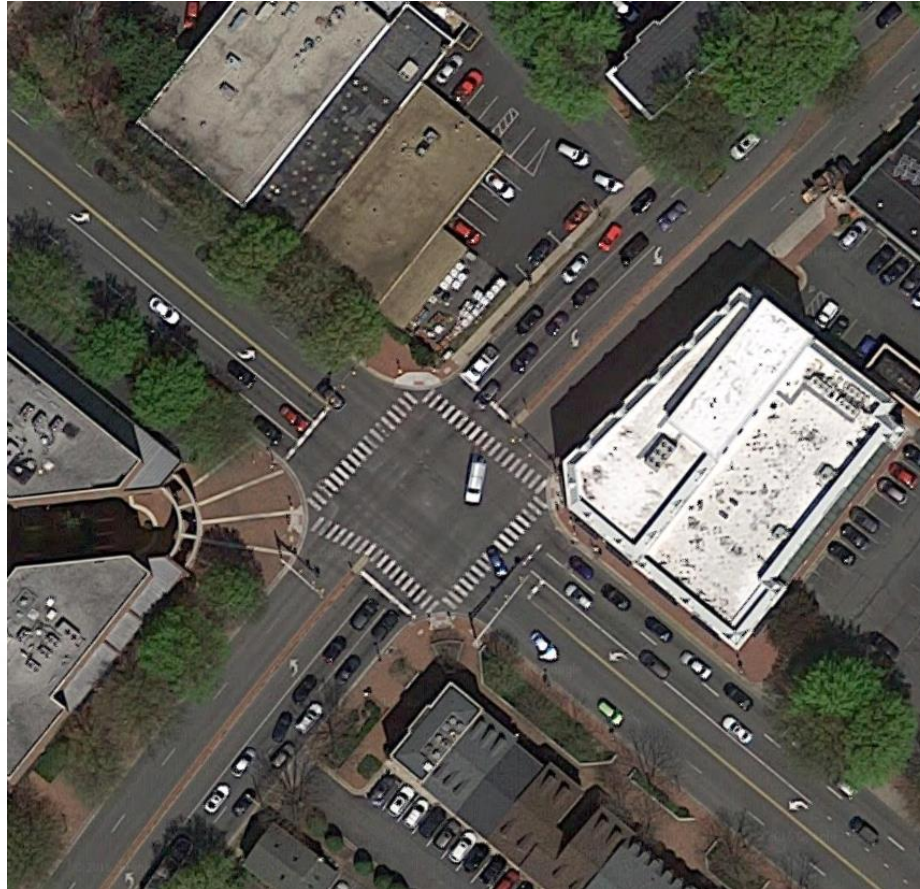
# *Route 29*

## **A STREET OF FREEDOM**

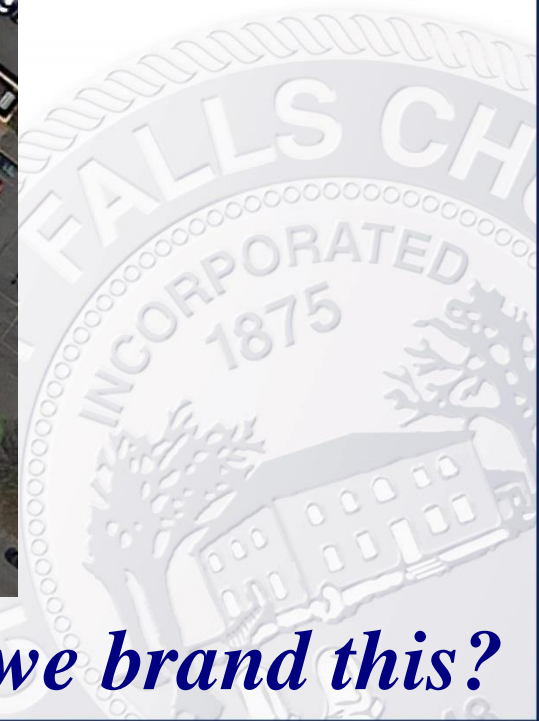
- “When President-elect Thomas Jefferson left his home at Monticello near Charlottesville, Virginia, he was headed to the new city of Washington, D.C., to take the oath of office as President...for at least part of his trip, Thomas Jefferson followed the predecessor roads of future U.S. 29.”  
(Federal Highway Administration)
- “In Virginia, the section from Warrenton to Washington was known as the Warrenton Turnpike, dating to 1808. It played an important part in the first and second Battles of Bull Run (Manassas...The soldiers vied for room on the road with escaping citizens who had traveled to Manassas with picnic lunches to observe the battle.” (Federal Highway Administration)
- “The original route...was almost entirely part of the Bankhead Highway, a transcontinental route, 3,640 miles from Washington, D.C., to San Diego, California.” (Federal Highway Administration)
- “The Portion of what is now US 29 from the North Carolina state line to Warrenton was named the Seminole Trail...Believed to have originated as a part of an effort to promote the road as a through-route to Florida, home of the Native American Seminole Tribe.” (Wikipedia)



**The City of Falls Church is the only Place  
where these two streets intersect.**



*How can we brand this?*



# Roundabout With A Central Landmark







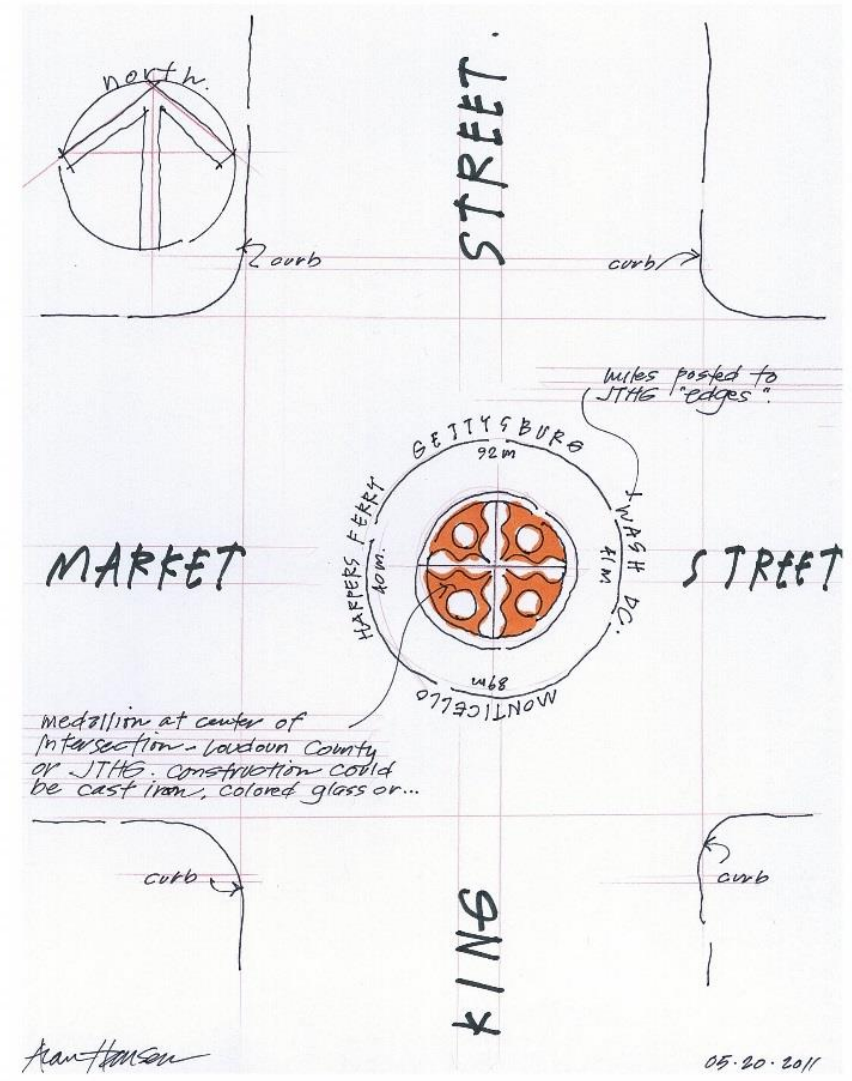
Low cluster of buildings near the crossroads so that the celebratory vertical element can be seen



# Overhead Celebration Archways



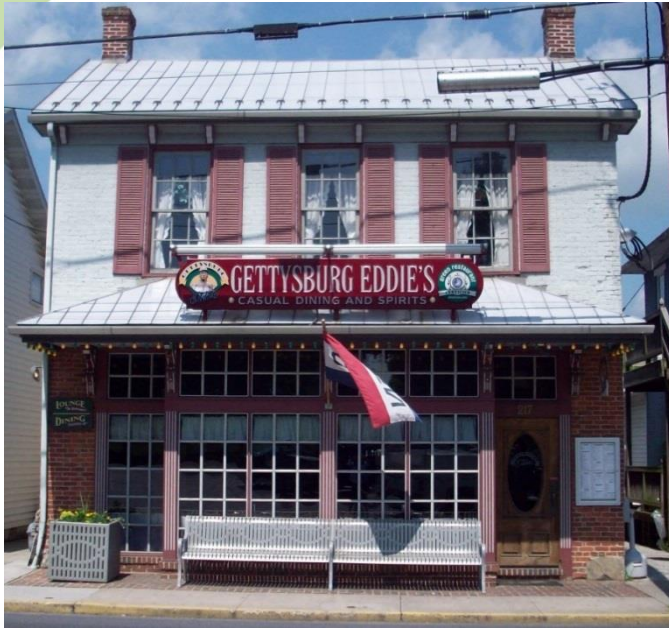
# Street Medallions at each "Pearl"





# *Detailing the Brand*

## Historic Food, Wine and Beers



Friday, November 2 @ 7:30 pm  
 Oddfellows Hall (223 SW 2nd)  
 \$10 + A Can of Food • Union Members & Guests (21+)  
 All Proceeds Benefit the Linn-Benton Food Share

# *Detailing the Brand* Falls Church Museum



Dover Museum



## **A Resource:**

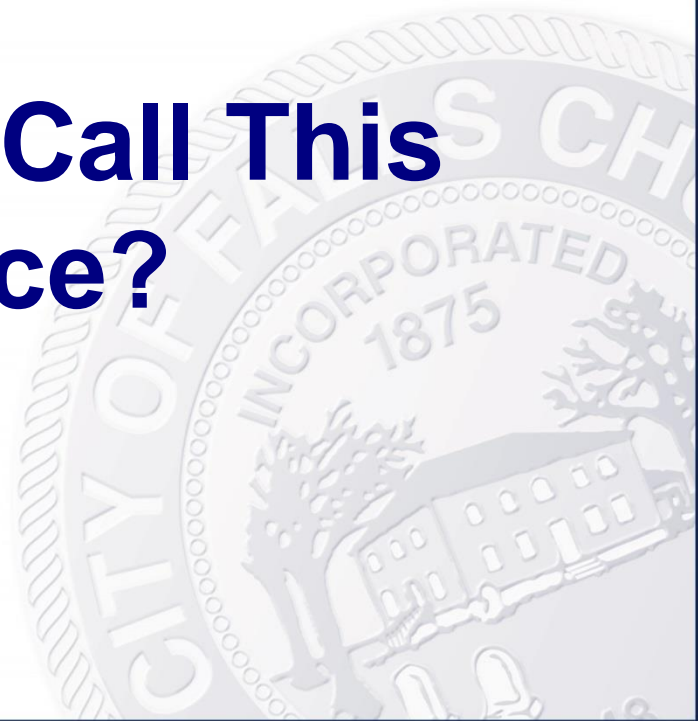
Journey Through Hallowed Ground,  
Cate Magennis Wyatt



# College and University Wayfinding - Hierarchical



**So, What Do We Call This  
Special Place?**



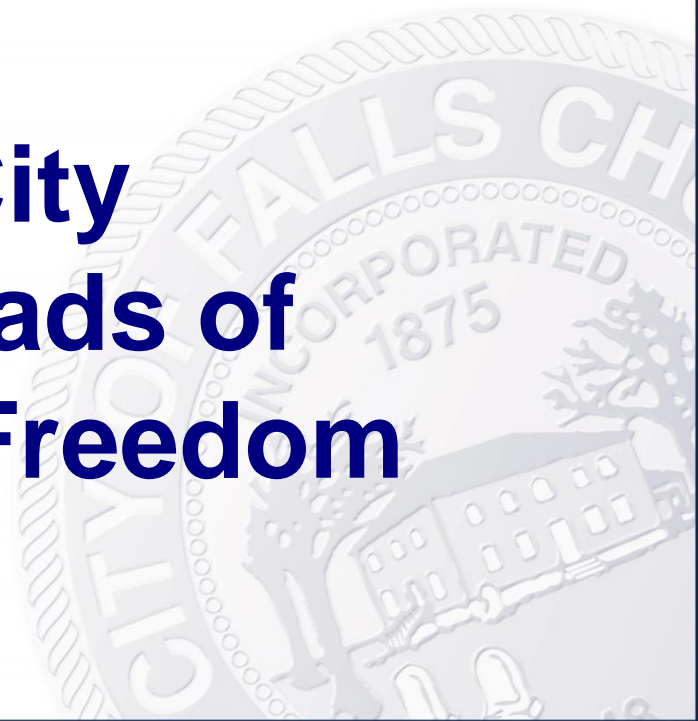
# *Falls Church, Virginia*

## **At the Crossroads of Commerce and Freedom**

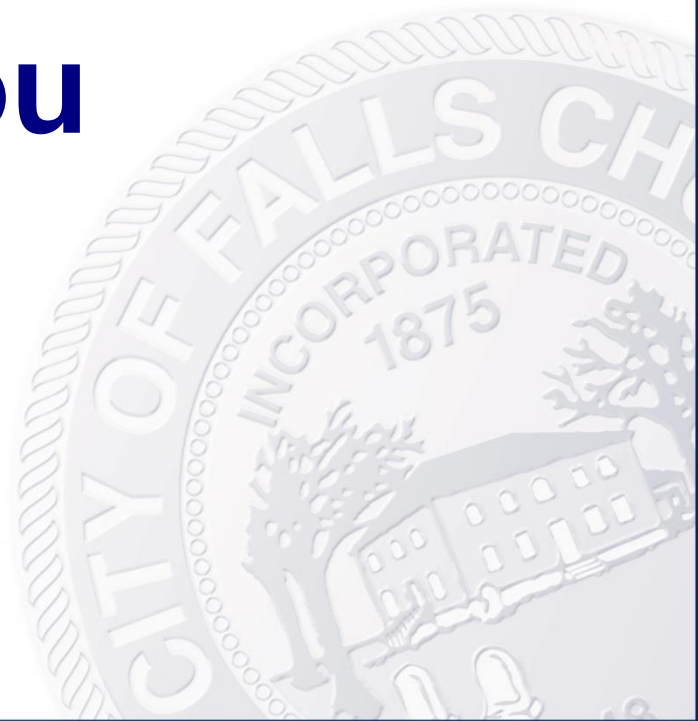


# *Falls Church, Virginia*

**The Little City  
at the Crossroads of  
Commerce and Freedom**



# Thank You





# Falls Church Vision 2040



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Vice President, Asset Management, Washington REIT

**ANTHONY CHANG**



# Forward Looking Statements & Non-GAAP Financial Measures

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## Forward-Looking Statements

Certain statements in this presentation are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements involve known and unknown risks, uncertainties, and other factors that may cause actual results to differ materially. Such risks, uncertainties and other factors include, but are not limited to, the potential for federal government budget reductions, changes in general and local economic and real estate market conditions, the timing and pricing of lease transactions, the availability and cost of capital, fluctuations in interest rates, tenants’ financial conditions, level of competition, the effect of government regulation, the impact of newly adopted accounting principles, and other risks and uncertainties detailed from time to time in our filings with the SEC, including our 2015 Form 10-K and subsequent Quarterly Reports on form 10-Q. We assume no obligations to update or supplement forward-looking statements that become untrue because of subsequent events.

## Use of Non-GAAP Financial Measures and other Definitions

This presentation contains certain non-GAAP financial measures and other terms that have particular definitions when used by us. The definitions and calculations of these non-GAAP financial measures and other terms may differ from those used by other REITs and, accordingly, may not be comparable. The definitions and calculations of these terms and the reasons for their use, and reconciliations to the most directly comparable GAAP measures are included in our Supplemental Operating and Financial Data for the quarter ended June 30, 2016, which may be accessed here: <https://www.snl.com/Cache/1001212236.PDF?Y=&O=PDF&D=&fid=1001212236&T=&iid=103036>



# Outline

- I. INTRODUCTION
- II. THE MARKET IS GETTING BETTER
- III. A LOOK AT MULTIFAMILY, RETAIL AND OFFICE TRENDS
- IV. A LOOK AT FALLS CHURCH





# WASHINGTON★REIT

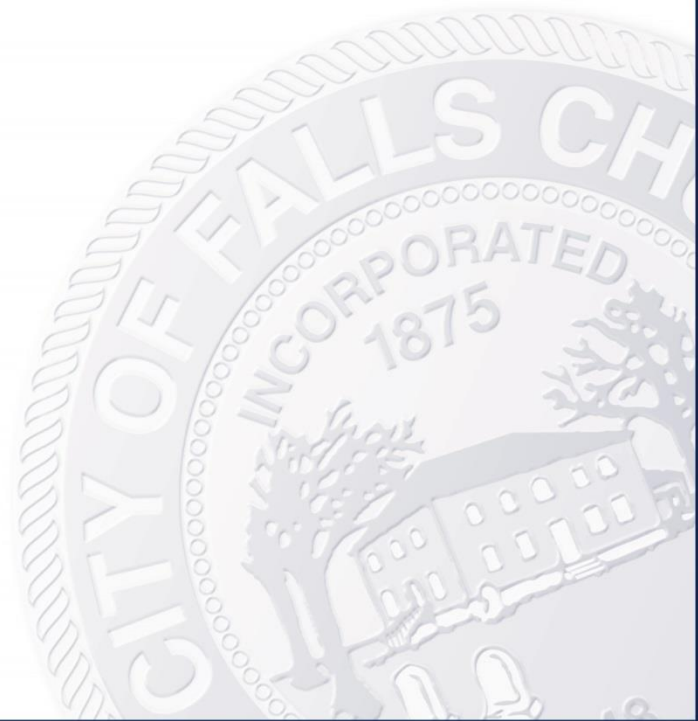


Washington REIT is a value creation focused owner/operator of Office, Retail and Multifamily assets in Washington Metro Area since 1961

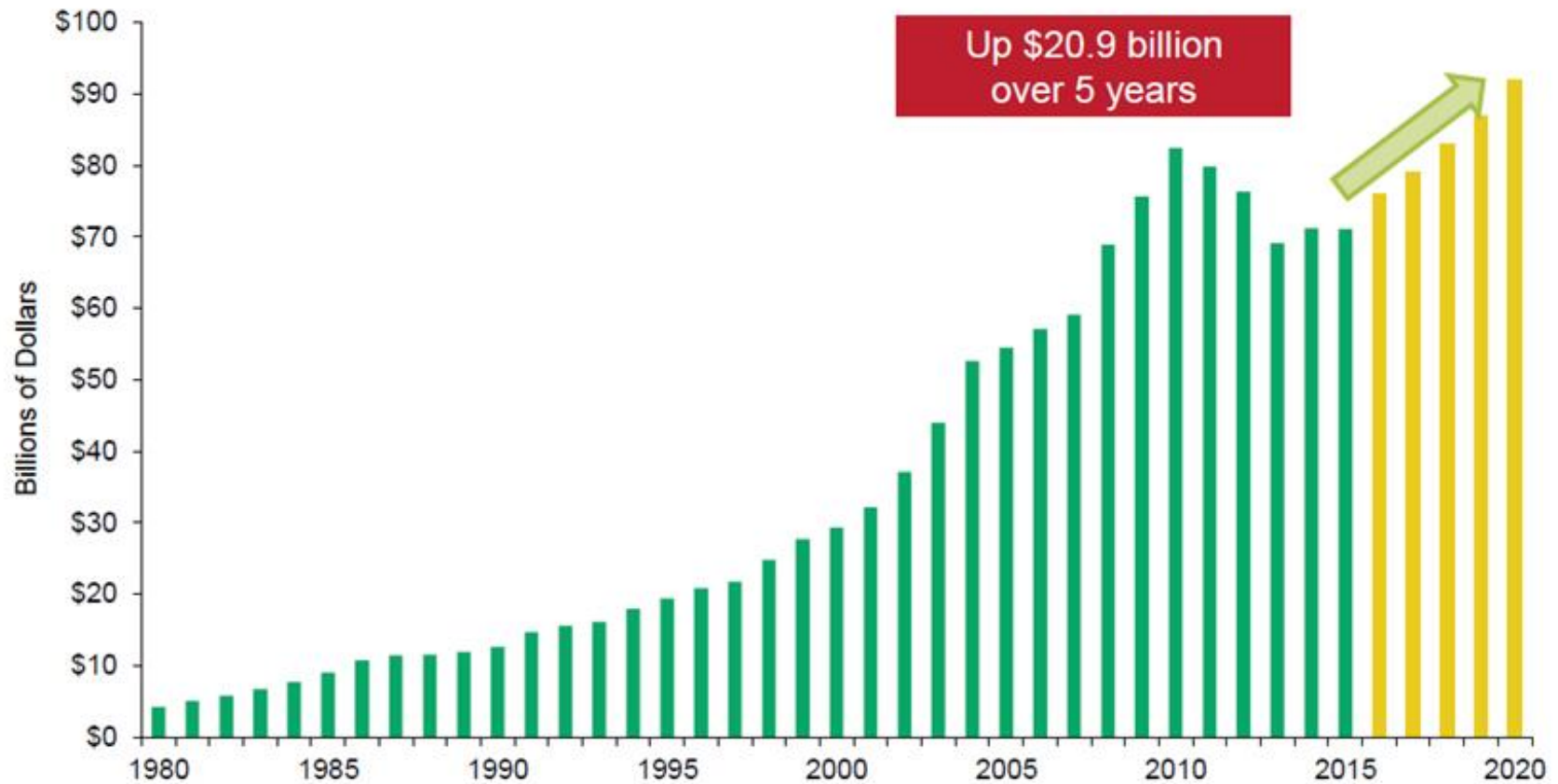
- 49 Properties (6m SF of commercial; 4,480 apartments)
- \$3.5 bn enterprise value
- NYSE: WRE

Let the good times roll...

**MARKET**



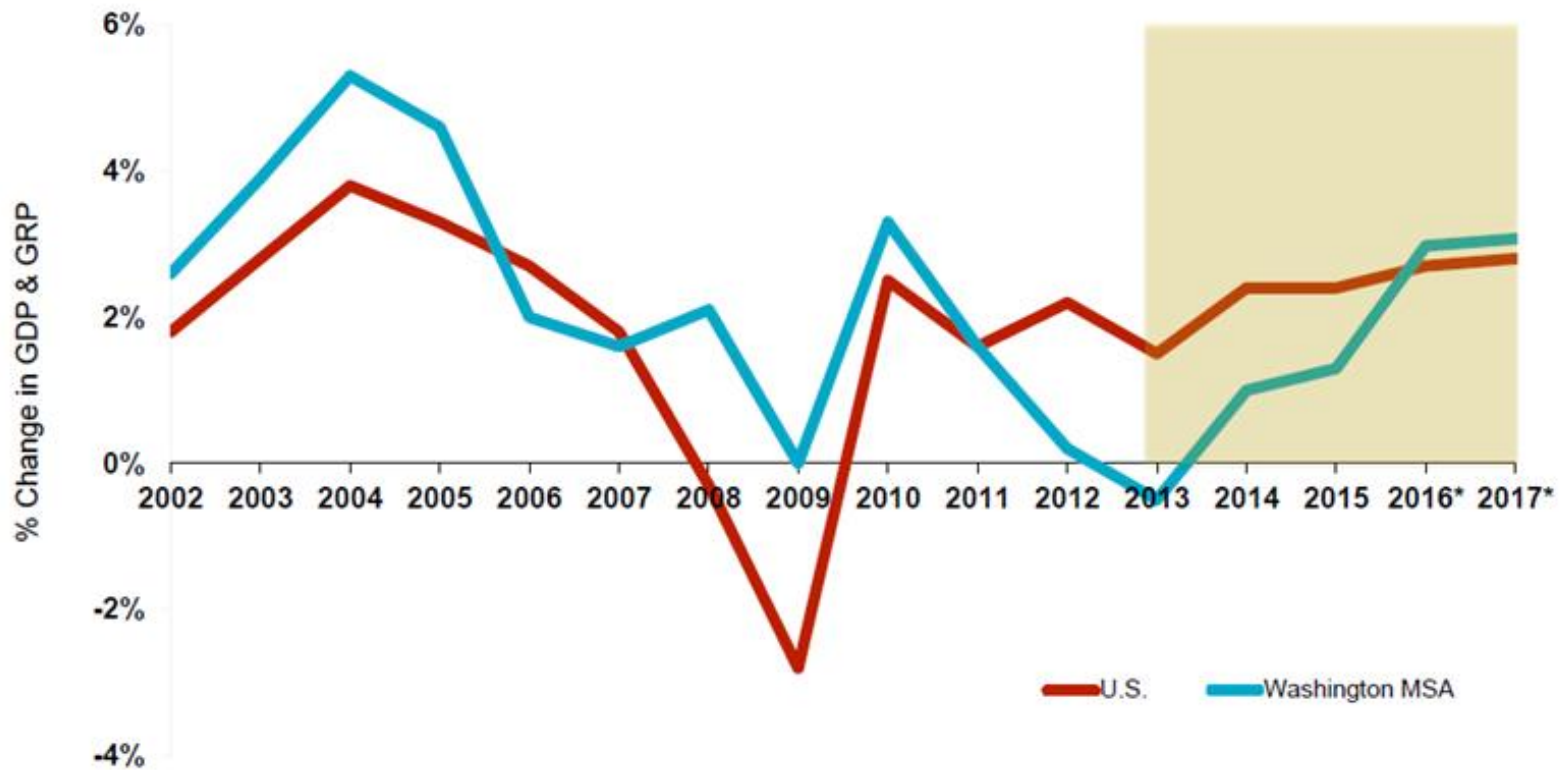
# Federal Spending Projections



Source: GMU-CRA, Cushman & Wakefield; February 2016



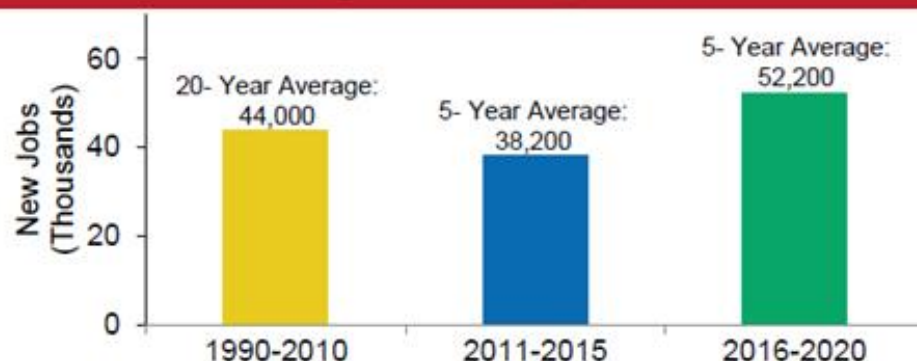
# DC Economy Catching Up to US



Source: IHS Economics, Inc. GMU CRA; January 2016

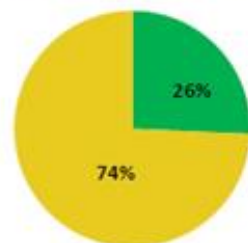
# Strong Economic Growth

## Washington Job Growth | 2000-2020



## Share of PBS jobs – Jul'15 to Jul'16

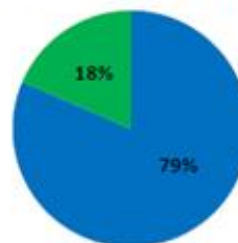
Other Professional & Business Services (PBS)



Professional and Business Services (PBS) jobs are growing ~85% faster than their 15-year average

## Share of PST within PBS job growth – Jul'15 to '16

Other PBS Professional Scientific and Technical

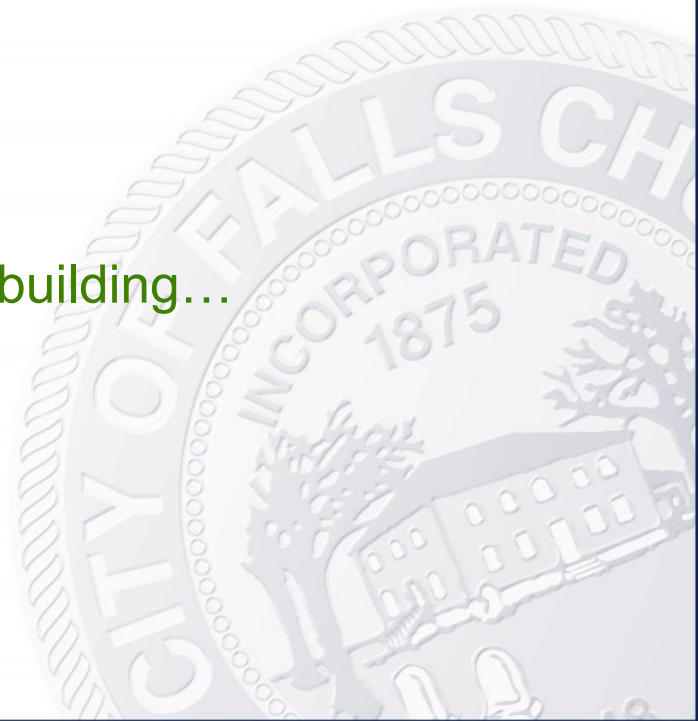


Within PBS, Professional Scientific and Technical jobs are growing 75% faster than their 15-year average

Source: BLS, Delta Associates; July 2016

Why everyone wants to build an apartment building...

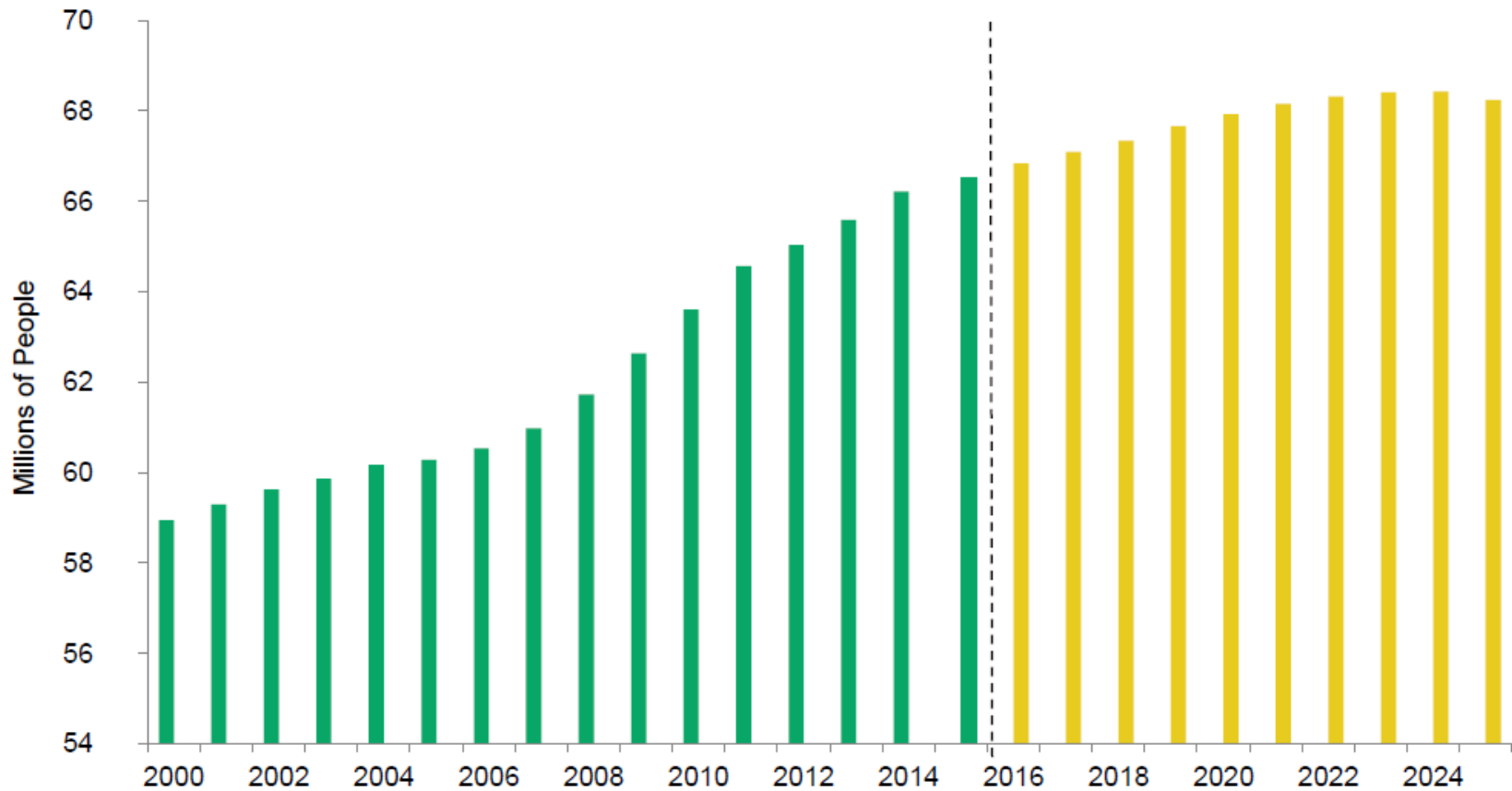
# MULTIFAMILY





# Resilient Multifamily Sector

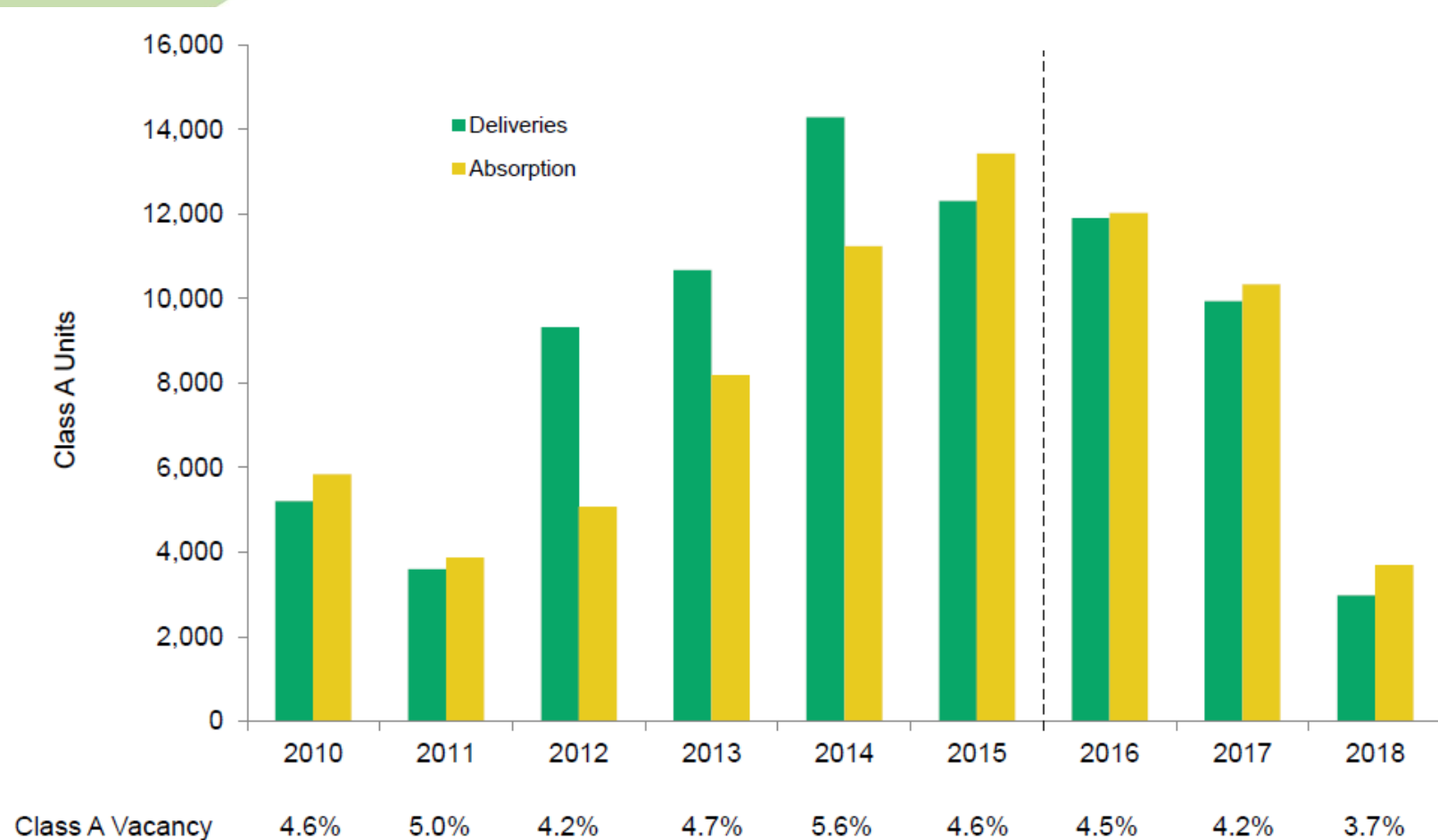
Prime Rent Cohort Growing | US Rent Pop. Age 20-34; 2000-2025



Source: US Census, Fannie Mae January 2016

# Multifamily Improving Supply/Demand Outlook

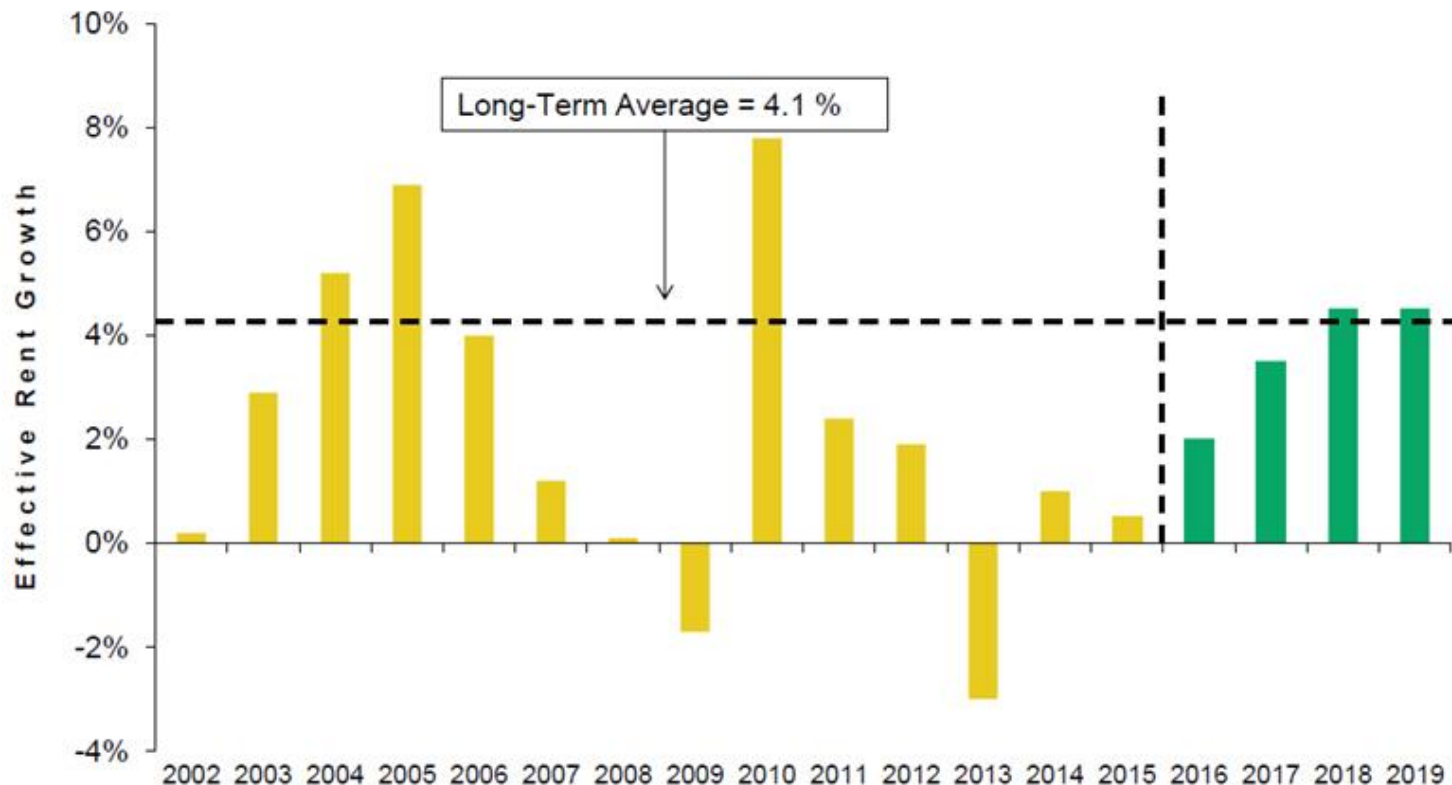
Deliveries and Total Absorption | Metro Class A Units



Source: Delta Associates, Washington REIT; March 2018

# MF Rent Growth Resumes as Supply Recedes

Annual Class A Apartment Rent Growth | 2002-2019

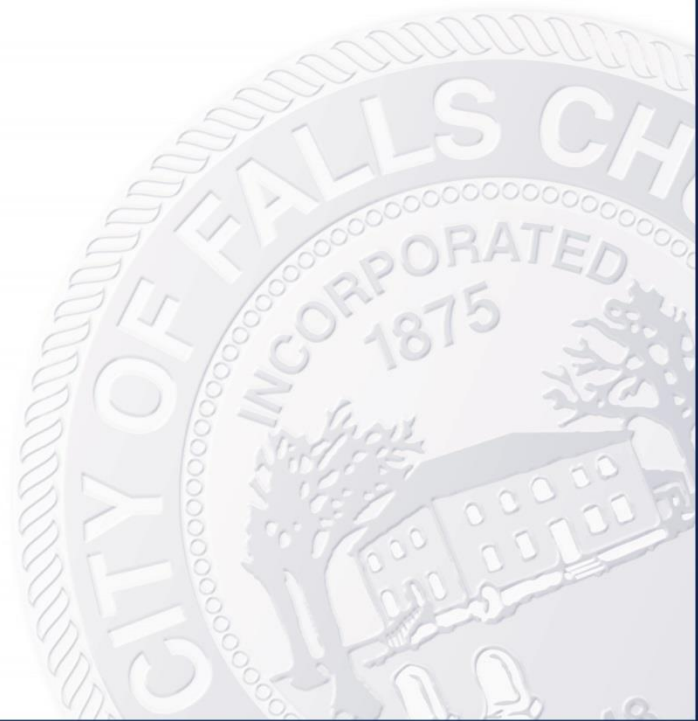


Source: Delta Associates, Washington REIT Research; August, 2016.

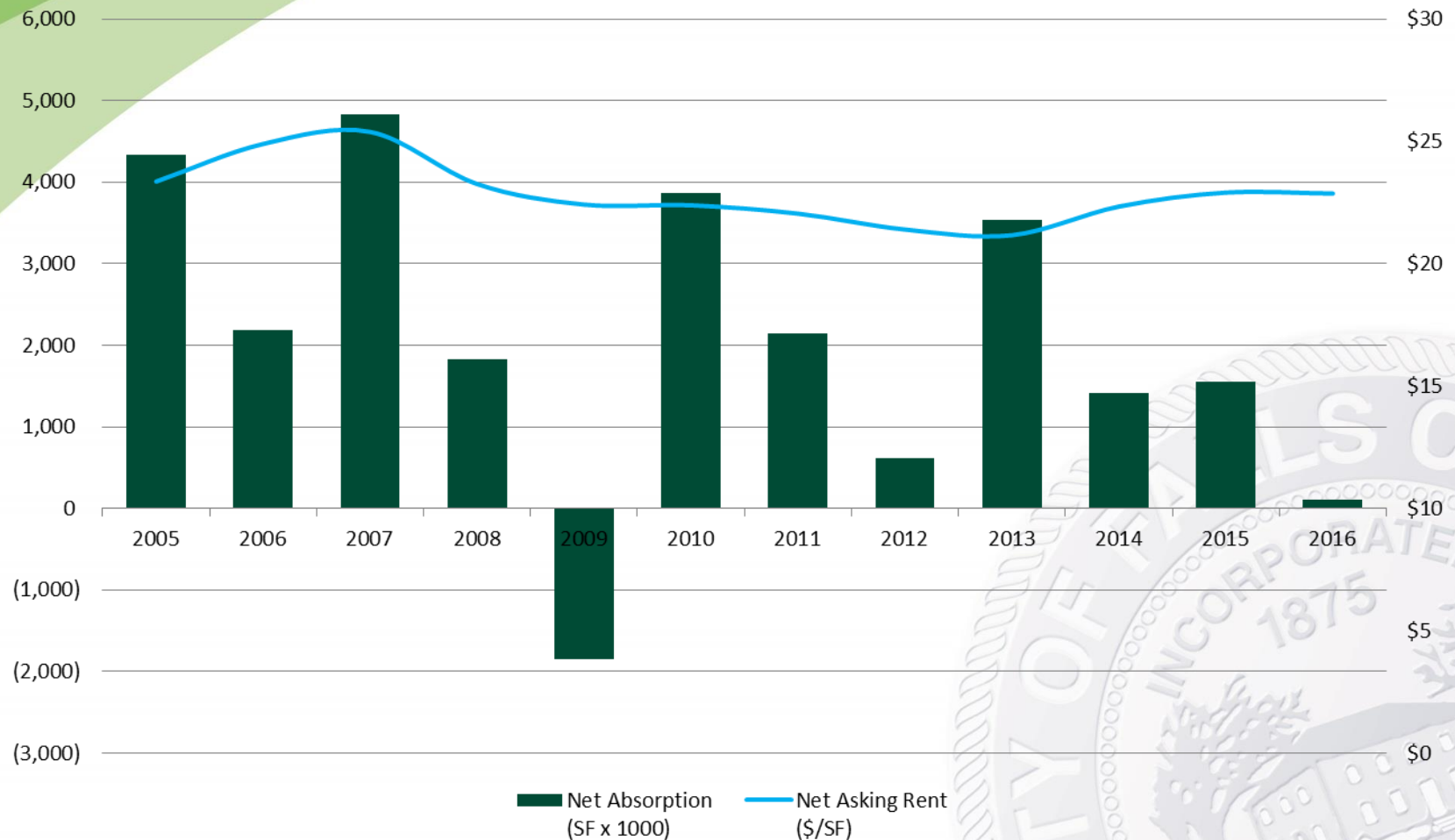
\*Annual rent growth at Q2 2016 is +2.5%.

It's all about the food near transit...

# RETAIL



# DC Metro Historical Retail Metrics



(Source: CBRE Econometric Advisors, July 2016)

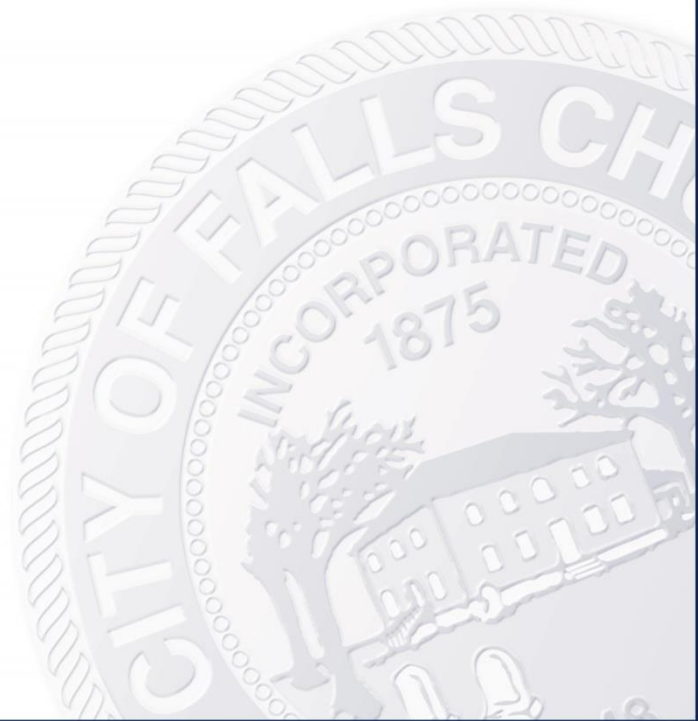


# Retail Trends

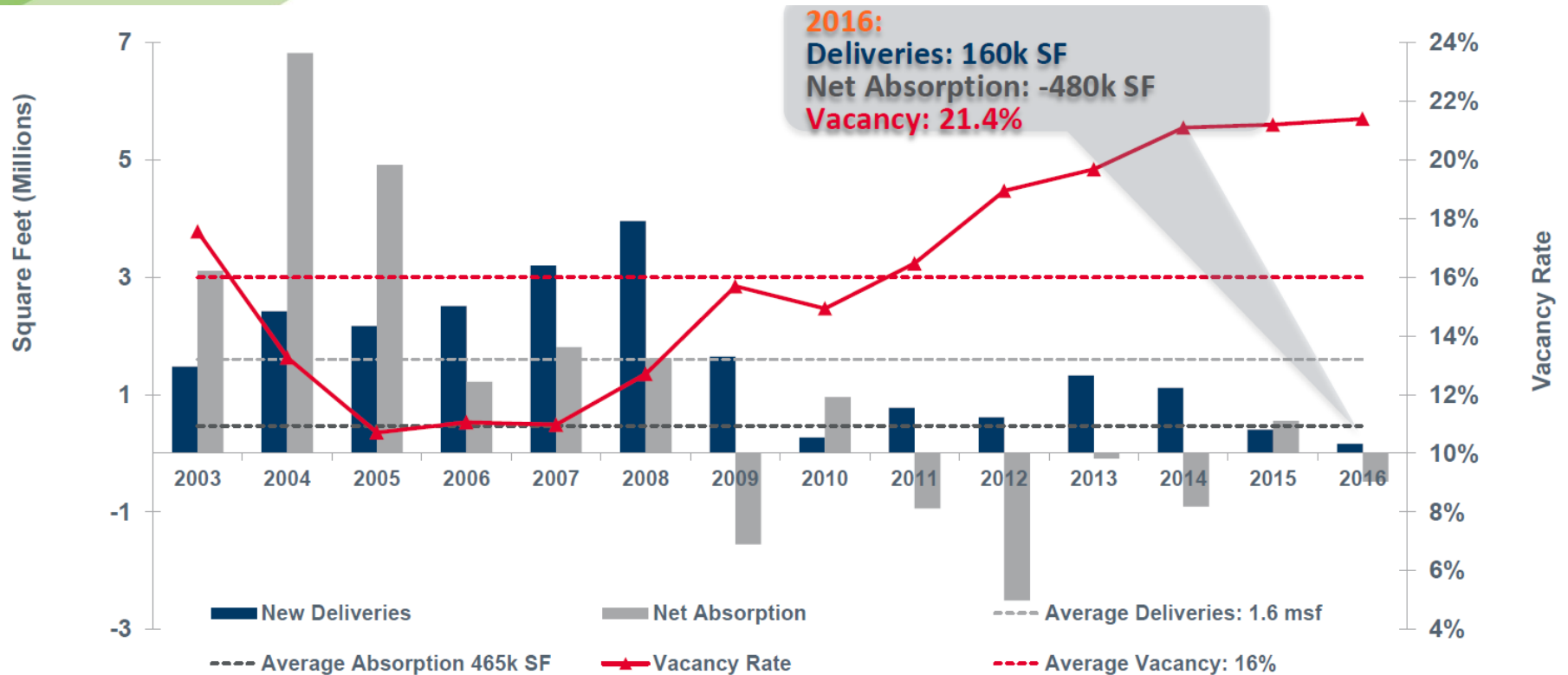
- Restaurants continue to drive leasing velocity across the region
- Office-using tenants place greater emphasis on employee recruitment and retention, driving retail demand
- Transport centric, mixed-use developments in suburban markets continue to thrive
- Nationally, consumers are opting for boutique vendors over national chains
- According to a survey conducted by Deloitte, one-third of American consumers are willing to pay at least 10% more for the “craft” version of a good

Who are the winners and losers...

**OFFICE**

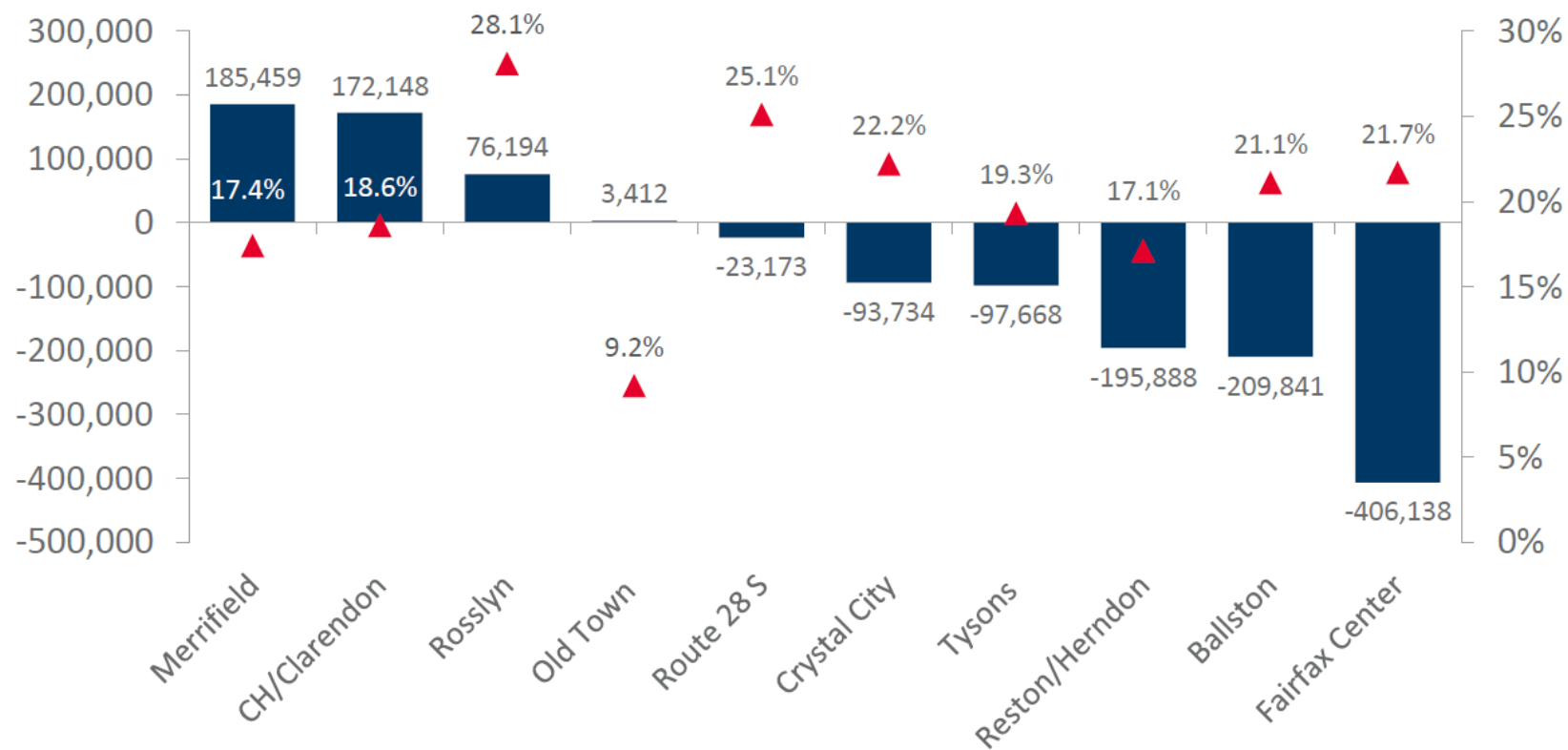


# No. Virginia Office Leasing Fundamentals



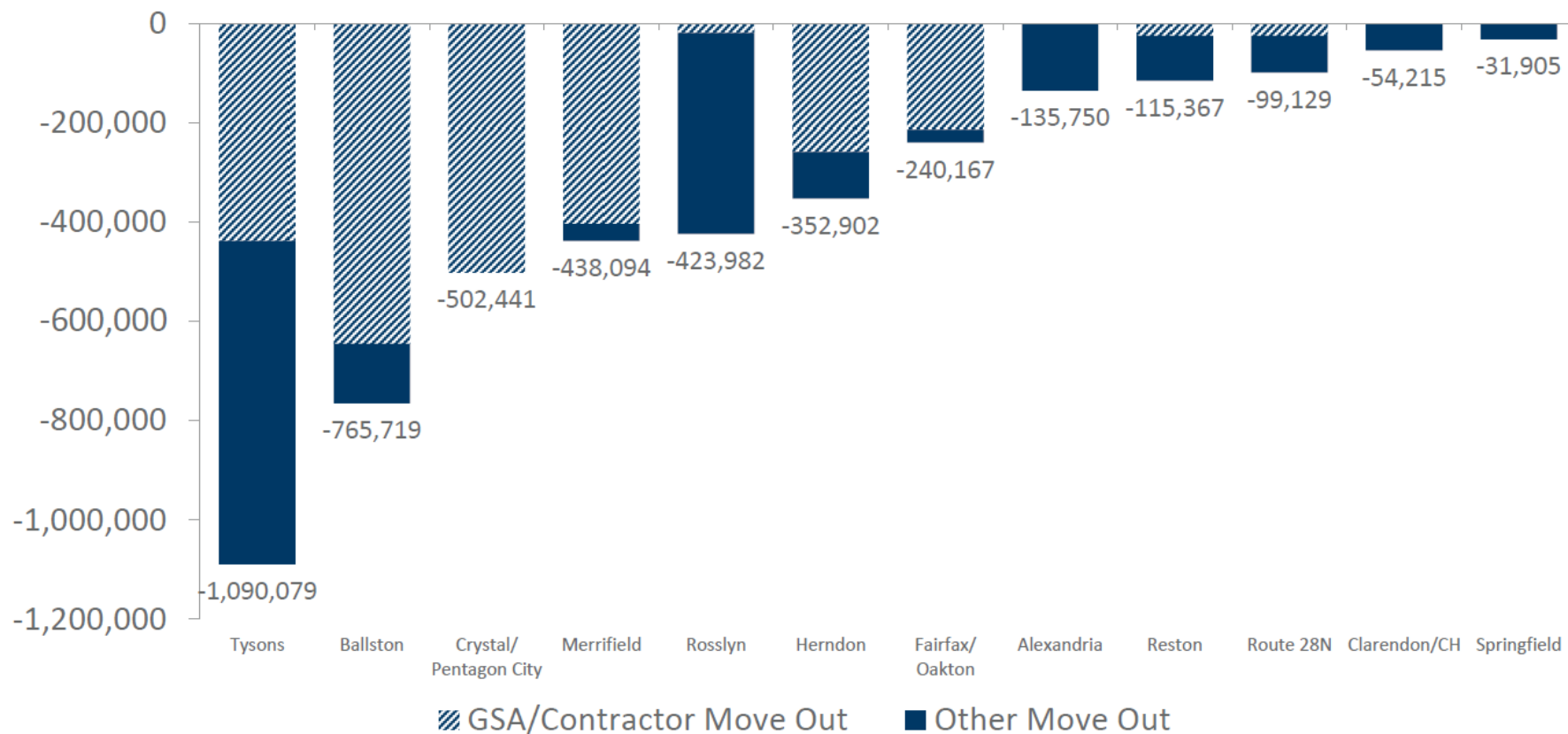
Source: Cushman & Wakefield

# No. Virginia 2016 Net Absorption and Vacancy



Source: Cushman Wakefield

# Pending Vacancy 2016-2018

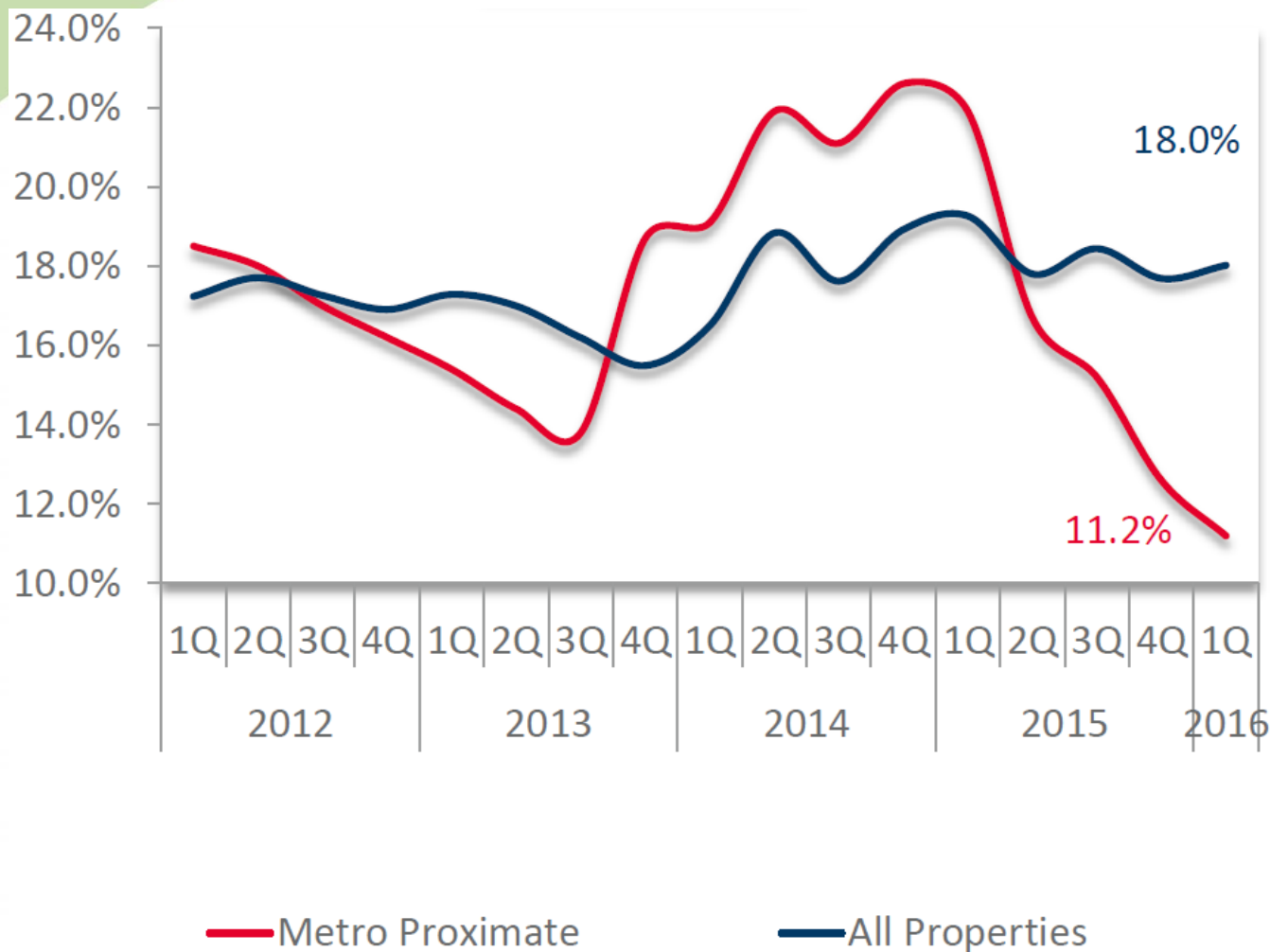


Source: Cushman Wakefield



# Got to be close to Metro

Tyson's vacancy within ¼ mile of Metro versus not



Source: Cushman Wakefield

A word about the Little City...

# FALLS CHURCH METRICS



# Falls Church City 10 Year Office Vacancy



Source: Costar

# Falls Church City 10 Year Office Rents

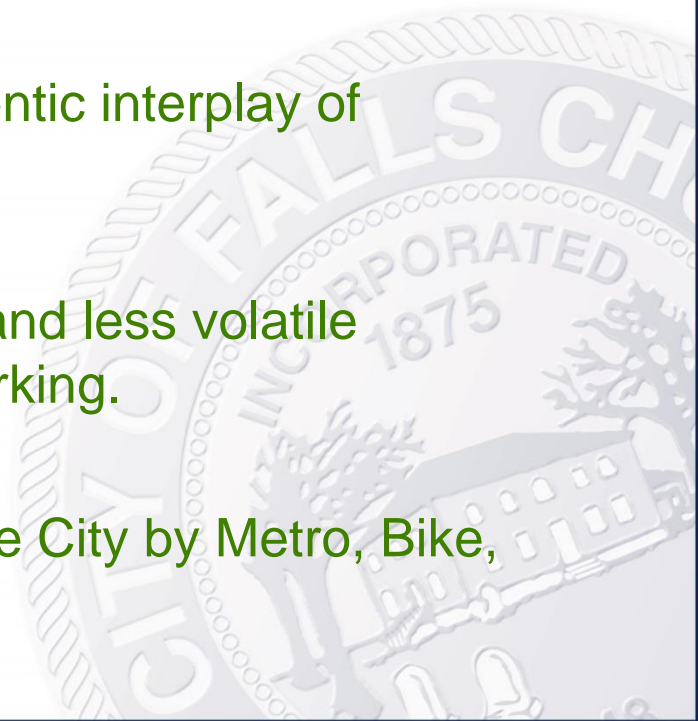


Source: Costar

# The Little City Rx

Leverage the Little City's Strengths:

- **THE TIME IS NOW.** Real Estate markets are highly cyclical and with the economy starting to pick up, there is a unique window for investment today.
- **MIXED USE** environments with the authentic interplay of Retail + Multifamily + Office
- **MEDICAL USERS** offer a rent premium and less volatile occupancy – they will need significant parking.
- Our entire region passes through the Little City by Metro, Bike, and Car – **MAKE EVERYONE STOP!**





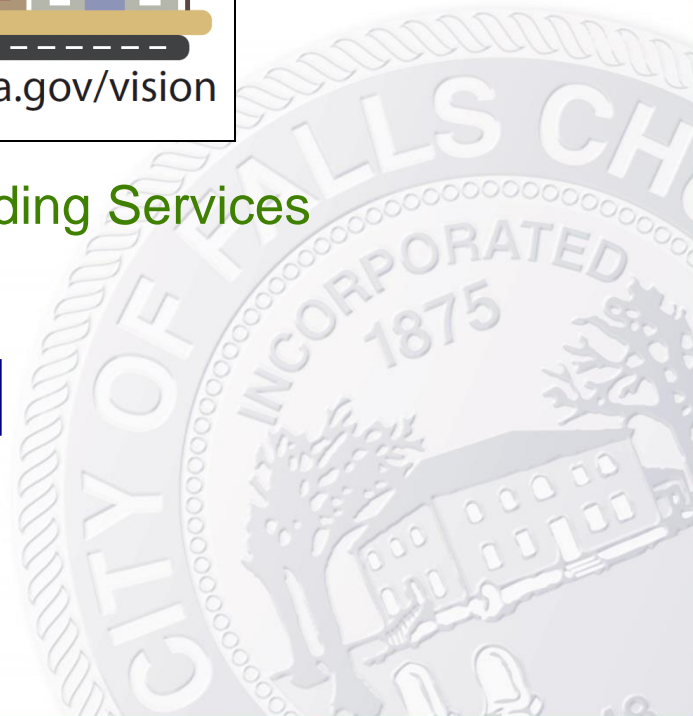
# Falls Church Vision 2040



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Architecture, Master Planning, Existing Building Services  
Davis, Carter, Scott Ltd.

## ROBERT ATKINSON

































































































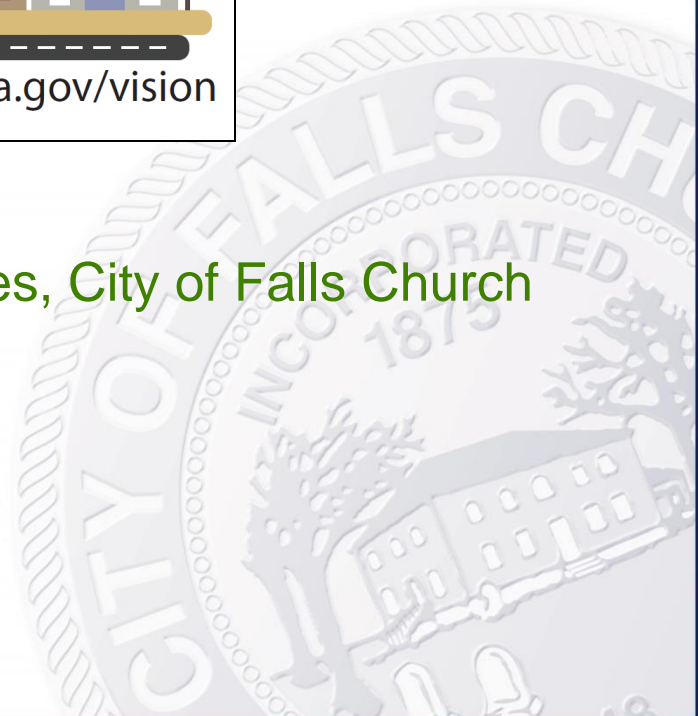
# Falls Church Vision 2040



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Director of Planning & Development Services, City of Falls Church

**JAMES SNYDER**

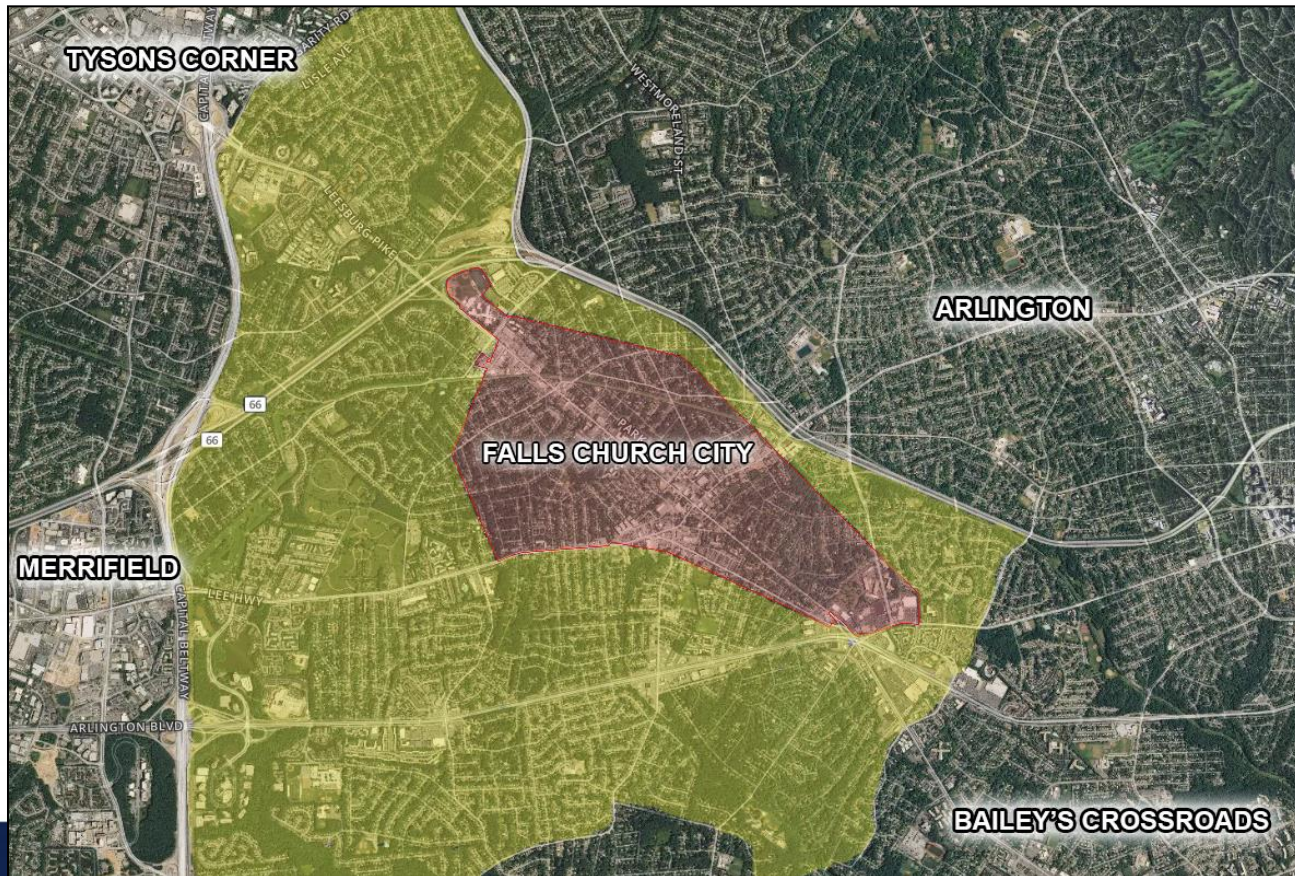


# Where is the Little City?

Greater falls Church has 107,000 residents according to the USPS

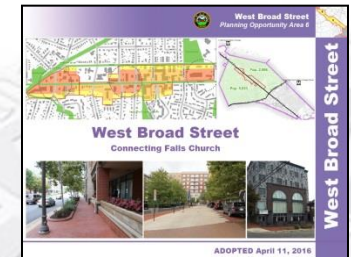
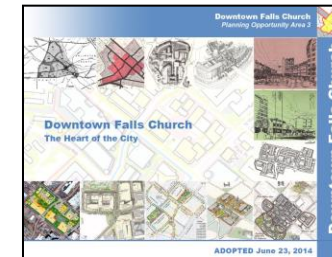
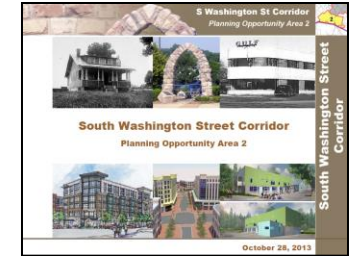
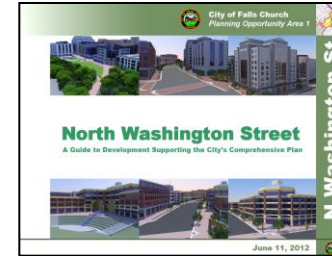
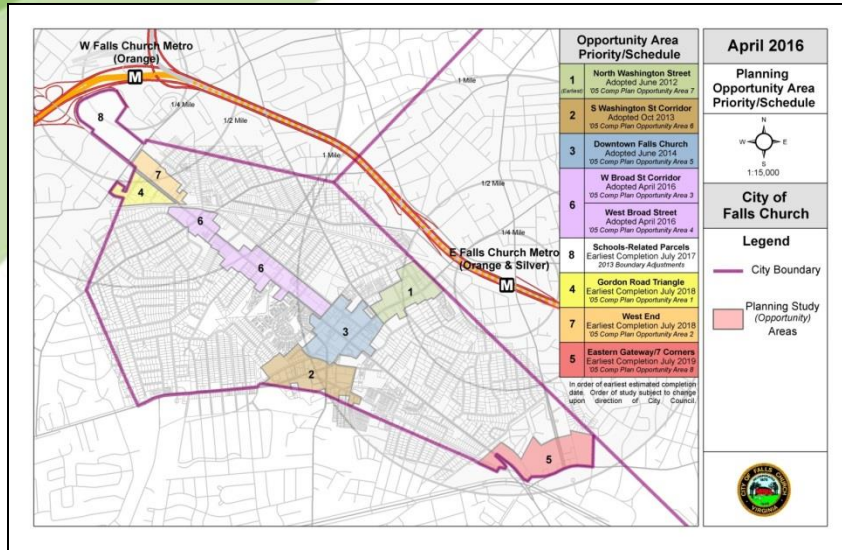
The Little City proper is 14,000 people

- How do I know I am in the City of Falls Church? Guess??? Green signs? Blue Signs?



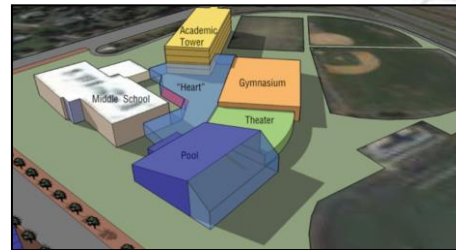
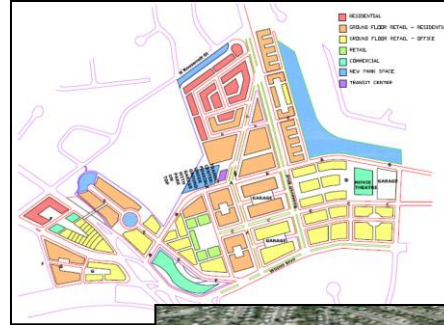


# Planning “The Little City”





# VA Tech / ULI Studies



# **Investing in Falls Church**



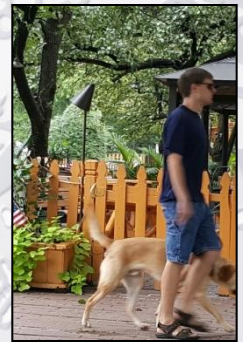


# Westover Case Study

**Westover Shopping Center  
Arlington Va. Circa 1980**

**\$109,000 of Arlington County Business  
Conservation Public Investment yielded  
\$1.7 Million in private reinvestment.**

- **Sparked a Neighborhood Revival**





# Falls Church is Investing in Itself!



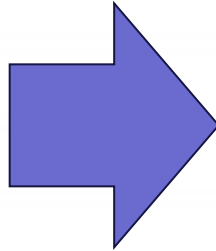
## Public Library Expansion



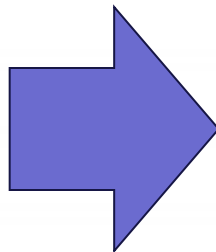
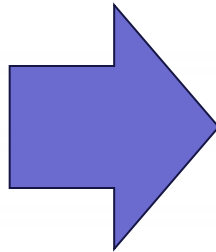


# Interim Improvements

Existing



Conceptual





# Progress in the Little City: 301 W Broad St / Harris Teeter





# Progress in the Little City: Large & Small

205 Park Ave



Dogwood Tavern



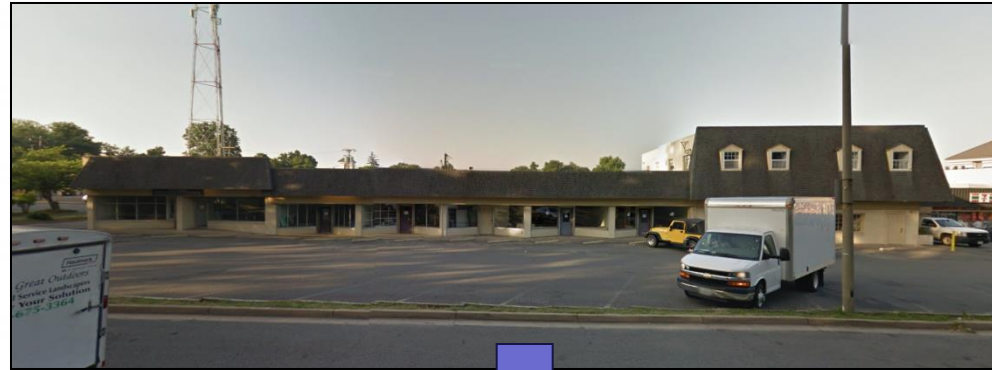
Outdoor dining areas created.

# Progress in the Little City: Large & Small

## Tulip Building



## Episcopal Church





# Progress in the Little City: Lincoln at Tinner Hill

Before



Under Construction





# Progress in the Little City: Tinner Hill Heritage Park

Before



After





# Progress on School Facilities

## TJ Elementary



## Jesse Thackrey

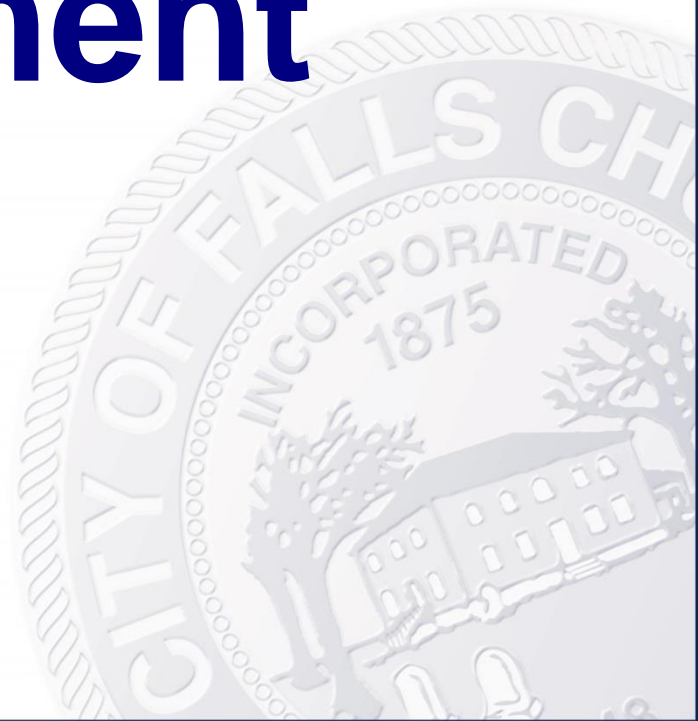


## Easter Seals



**Mt. Daniel Expansion Approved!**

# **Future Development Ideas**



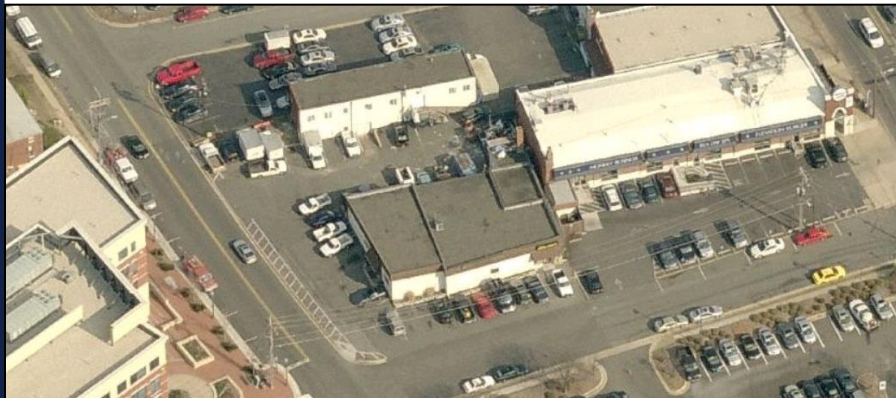
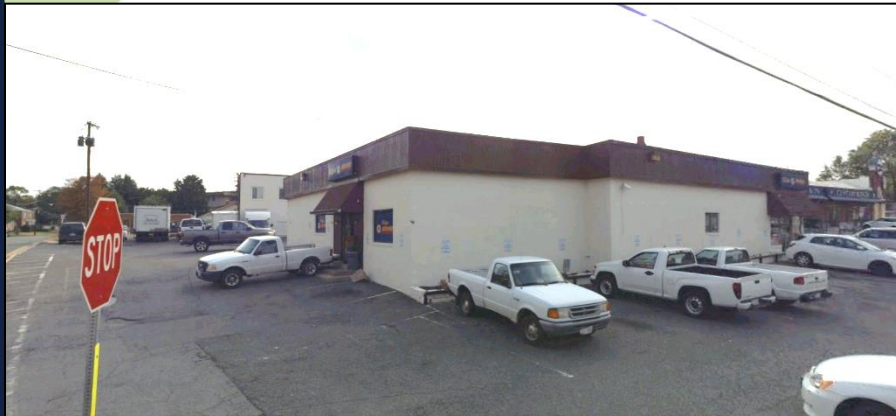


# Public Parking in Downtown?



# South Maple Avenue at Tinner Hill Street

Existing



Future Office Site?





# Burke & Herbert

## Existing



## Concept



# **Open Space, Urban Design & Public Art**



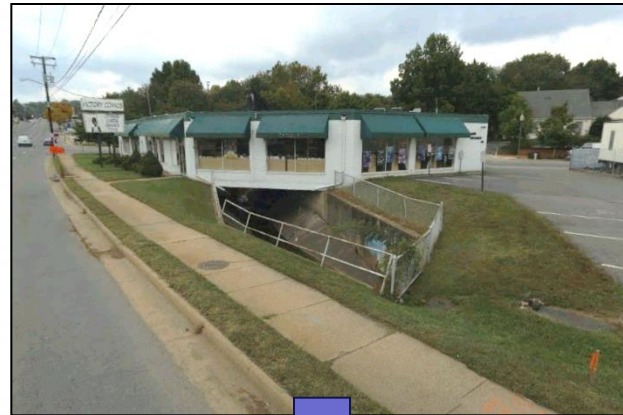


# Rediscovering Waterways

## 4 Mile Run

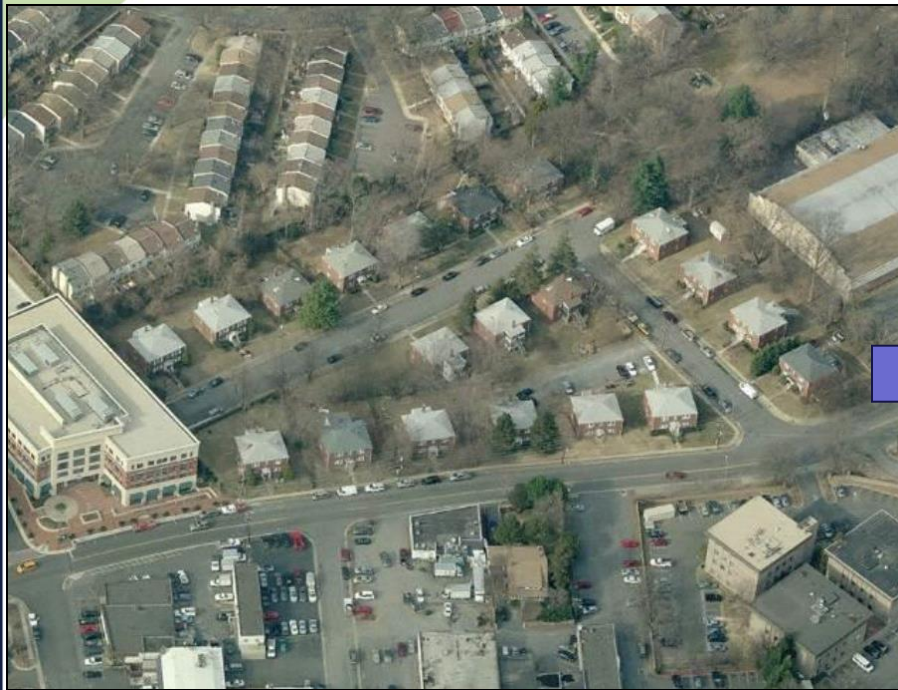


## Tripps Run

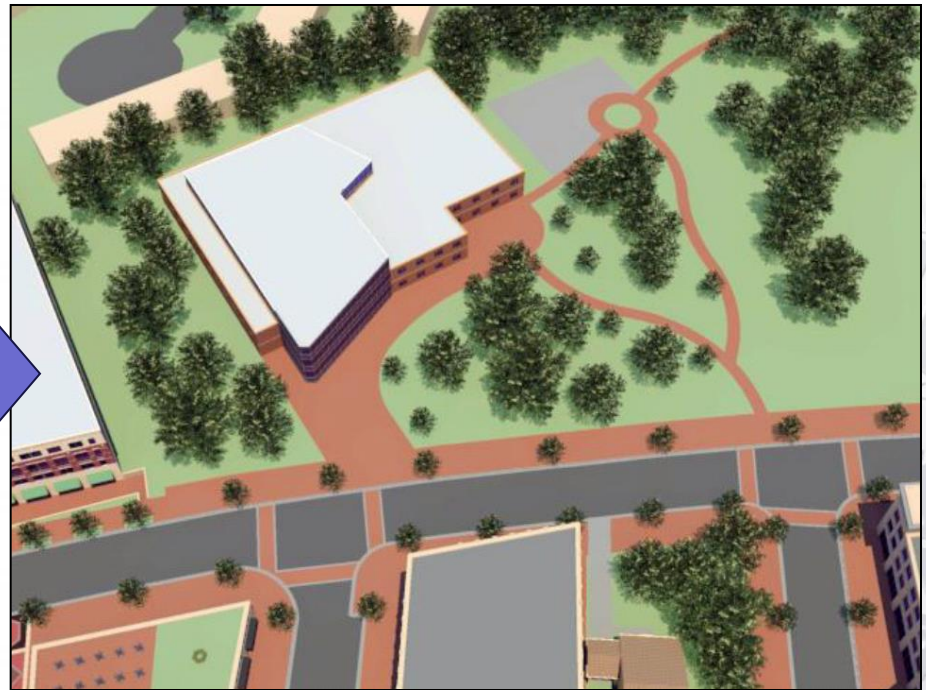


# Virginia Village

Existing



Future Open Space?  
Community Center?



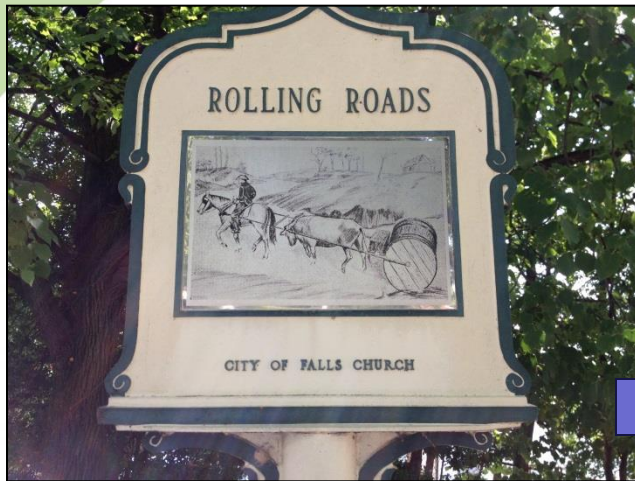


# Historic Rolling Roads (West Fairfax Street)

## Conceptual Design

*Mid-week Farmers Market? Art Fairs?*

## Existing



# Public Art & Monuments

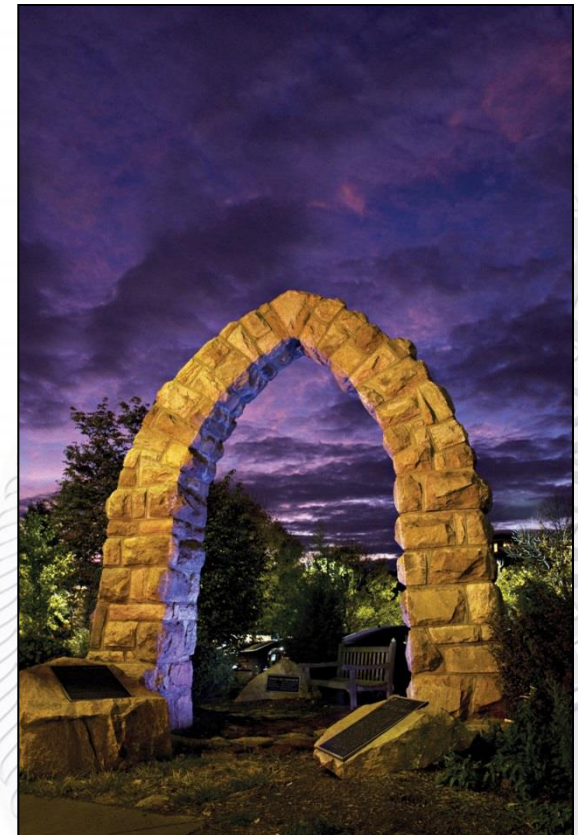
## Montreal, Canada



## Baileys Island, Maine



## Tinner Hill Arch





# Fun Public Art - Symbols of the City

*What should ours be?*

**Saratoga, NY**



**Vero Beach, FL**



**New London, CT**



# Murals / Skinny Spaces / Painted Transformers

## Falls Church



## Mural / Skinny Space Examples



## Painted Transformer Examples





# Attractive Community Signs



Currently  
being  
replaced.



# Communities Celebrate Their History And Welcome Visitors

## Portland, Maine Freedom Trail



## Rehoboth Beach, DE



## Southold, Long Island





# Visitor Centers

Saratoga, NY  
Information Kiosk



Saratoga, NY  
Visitor Center



Rehoboth Beach, DE



Purcellville, VA





# Welcome / Visitors Center

## Does the City need a Visitor Center?





# City Hall Pop-up Park



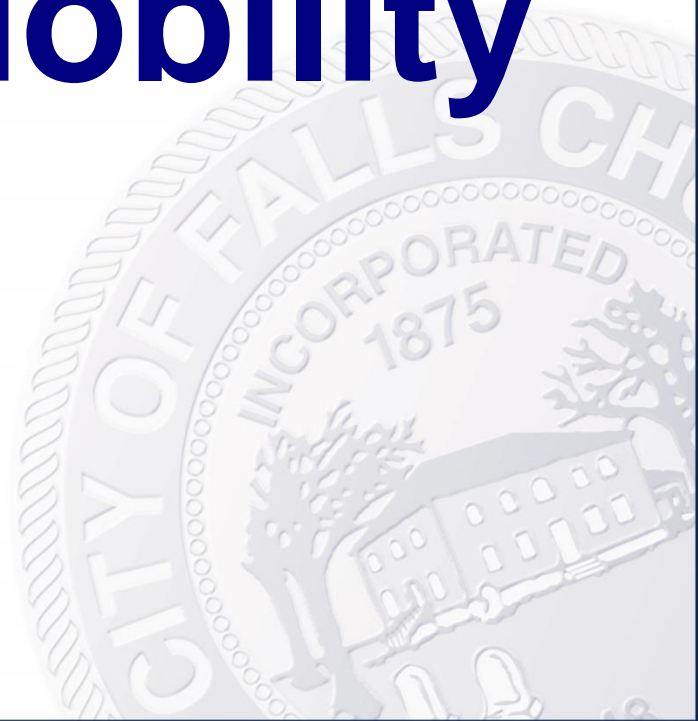
A pumpkin maze activates the space and provides a connection to a seasonal activity. The orange circle indicates the general location of the maze.



Chairs are grouped to promote conversation and community. Placing the groups near the sidewalk makes them accessible and inviting. Each red dot represents a folding Adirondack chair.



# Enhanced Mobility

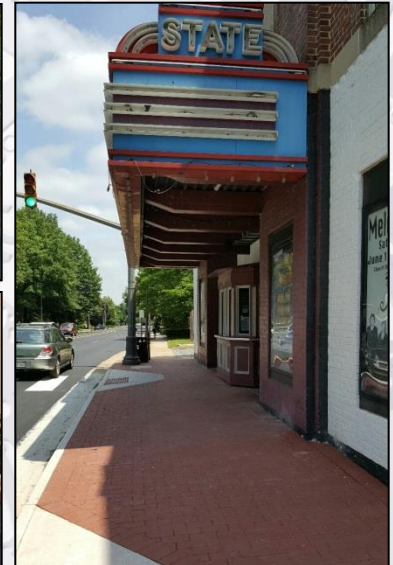




# “The Little City” – Permission to “Relax, Slow Down It’s Falls Church”

10,000 steps (5 miles) a day will go far in The Little City - *and* make for a healthy community

*Invest in sidewalks!* In 2040 there may be driverless cars *but* humans from 2 to 92 will still be pedestrians.....





# Walkable attractive main streets

## Rehoboth, DE



## Montreal, Canada





# Neighborhood Transitions





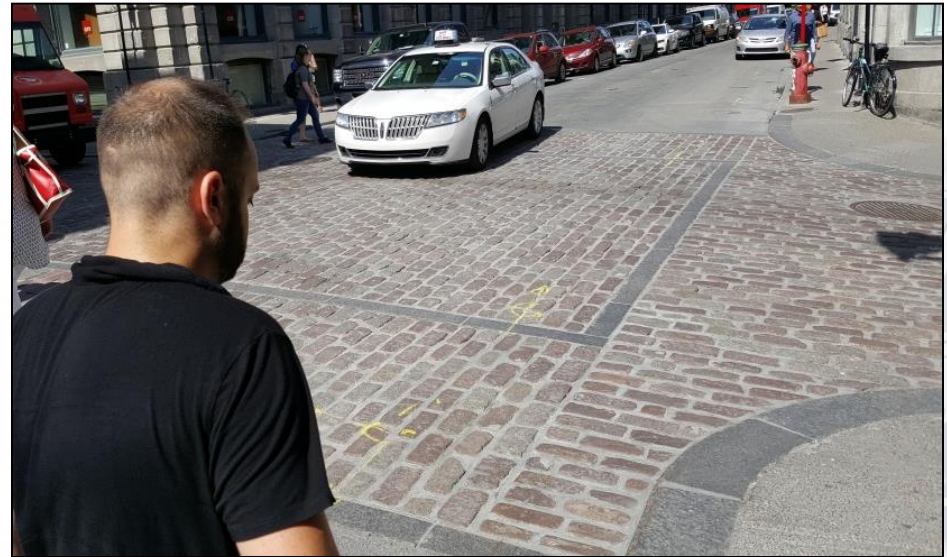
# Intersection Design

## *Streets are for people!*

### On-street Graphics



### Intersection treatments





# Street Signs

*Could we add “The Little City” on top of street signs?*

## Existing



## Examples



# Neighborhood Electric Vehicles (NEVs)

“From the Atlanta suburbs to Palm Springs, golf carts and neighborhood electric vehicles (NEVs) are increasingly found off the links.”

–Henry Grabar, CityLab

NEVs are street legal in places as diverse as:

- Chesapeake Beach, VA
- Mountain View, CA (*Home of Google*)
- Greenville, SC
- Falls Church, VA?





# Things To Come!

## Transportation

### Capital Bikeshare

- \$2 million grant
- 16 stations planned in the next year



### “Little City” Bus Shelters

- 6 installed
- 6 shelters planned for Spring 2017



### W&OD Master Plan

- Master Plan approved
- Plazas and street crossings planned



### Bicycle Sharrows & Wayfinding



# Falls Church Vision 2040



[fallschurchva.gov/vision](http://fallschurchva.gov/vision)

## Report on Public Engagement, What Have We Learned?

Visioning Meeting #2

October 1, 2016



# What were the key questions?

Thinking about the FUTURE of the City...

- Values – What do people value?
- Place – What kind of place do people want?
- Changes – What changes would improve the City?



# Scope of Public Engagement

- Broad engagement
- Multiple venues and formats
- Reaching out to people when it's convenient for them

Type of Engagement	# of Participants	Date(s)
Visioning Meeting #1	80	June 18
School Town Hall	125	June 17, 2016 and 20, 2016
4 Pop-Ups	129	August 6, 17, 24, and 31
Survey	472	August 1 through September 9
<u>Total</u>	<u>806</u>	



# Visioning Meeting #1

## June 18, 2016

- Approximately 80 participants
- Discussions and drawing exercises
- Community Character and Environment deemed most favored principles
- Shirlington and Old Town Alexandria most favored environments



# School Town Halls

## June 17 & 20, 2016

- Approximately 125 participants
- Positive changes:
  - Opening of Harris Teeter,
  - Park investments,
  - New crosswalks,
  - New shops and restaurants
- Negative changes:
  - Sense of crowding
  - Lack of entertainment
  - Increased construction and tall buildings
  - Perception of increased traffic



- Solvable Problems:
  - Increase walkability – more crosswalks, clear sidewalks
  - More development along South Washington Street



# 4 Pop-Up Sessions August 2016

- Approximately 130 participants
- Sessions
  - Farmers Market,
  - Eden Center,
  - Spectrum, and
  - Falls Plaza
- Dot voting
  - Environment and Education favored principles
  - Old Town Alexandria, Falls Church, and Mosaic favored environments

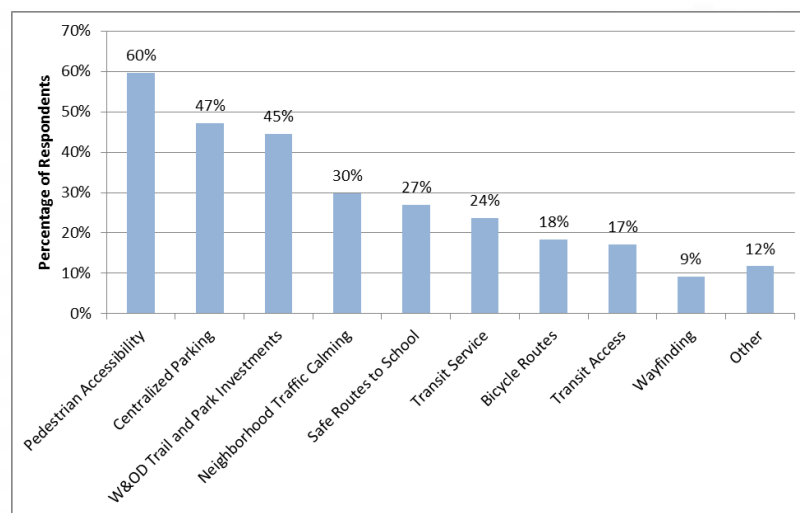


# On-line Survey

## Aug. 1 – Sept. 9, 2016

- 472 respondents
- Demographic match
  - 86% from 22046
  - 66% women, more than the 51% makeup of City
- Mix of Responses
  - Respondents like recent changes
  - Respondents are concerned about scale of future change

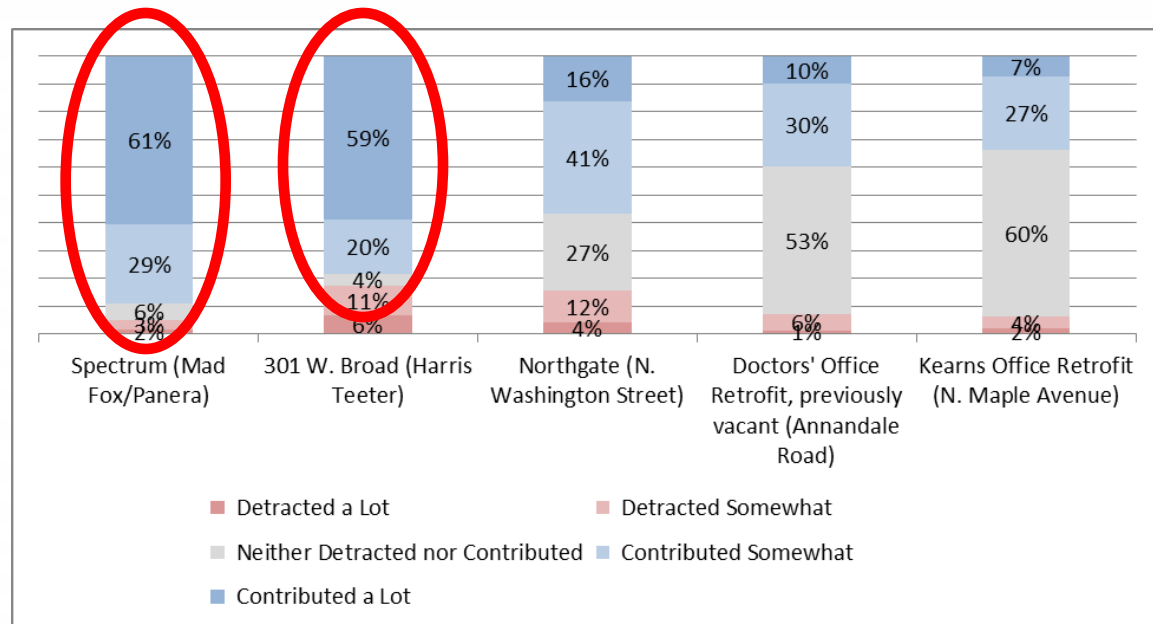
**Question #10: Which three transportation efforts would most contribute to sense of place in the City? Choose up to three.)**





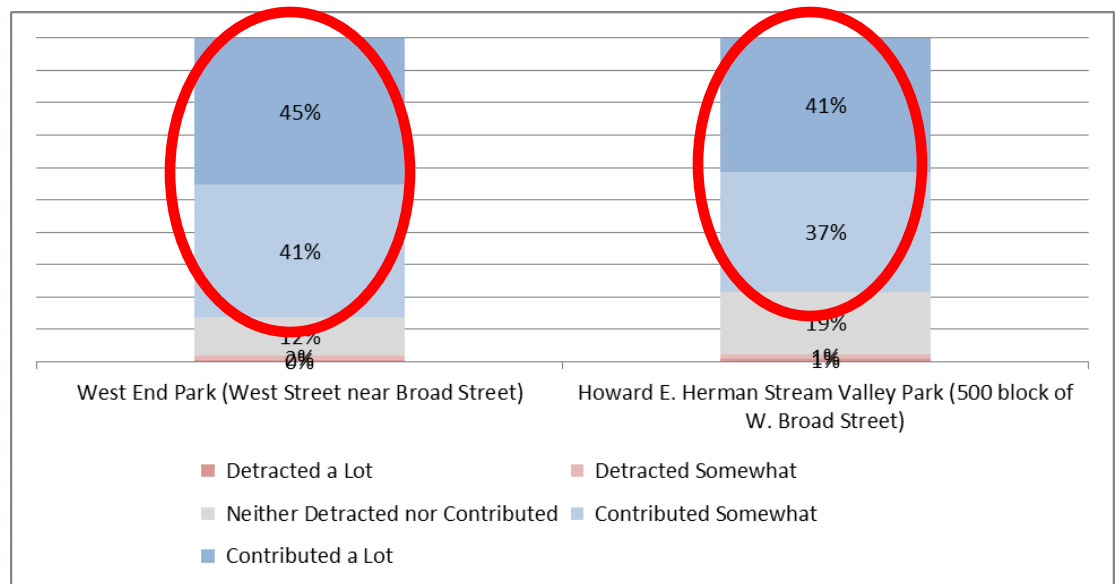
# Did these projects contribute to Community Character?

- 90% agree or strongly agree that Spectrum contributes to Community Character
- 79% agree or strongly agree that 301 W. Broad contributes to Community Character



# Did these park investments contribute to Community Character?

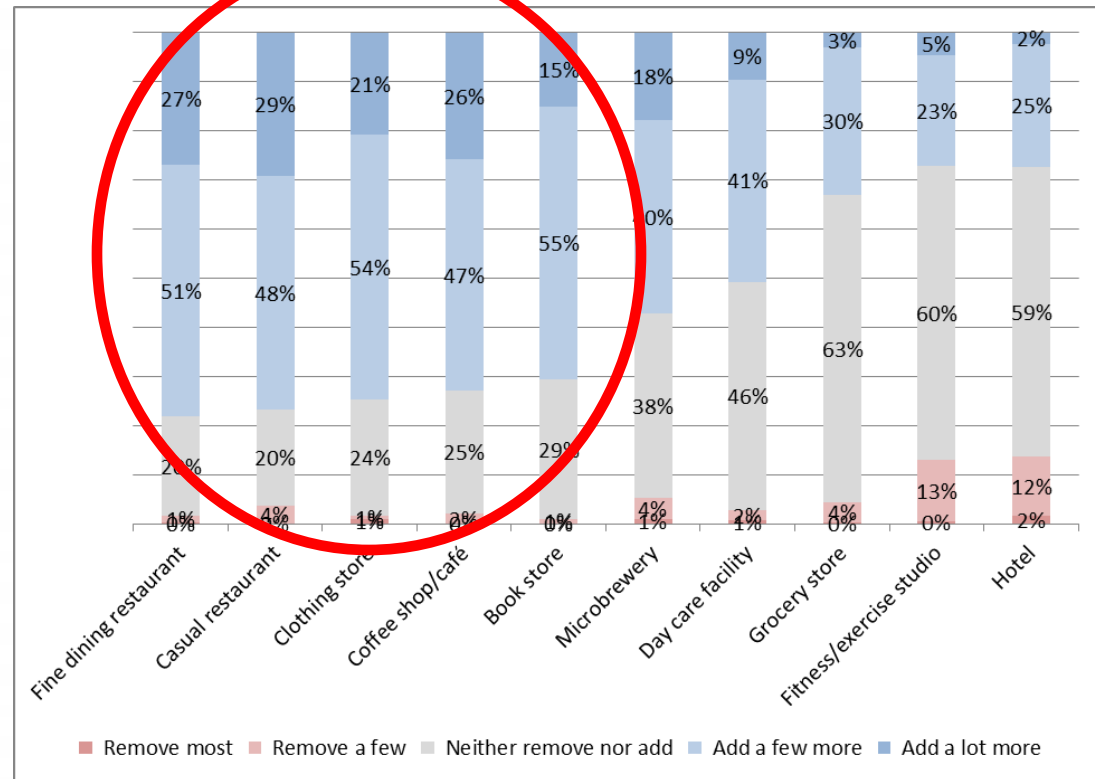
- Overwhelmingly, respondents think West End Park and Howard E. Herman Park contribute to the City's Community Character.





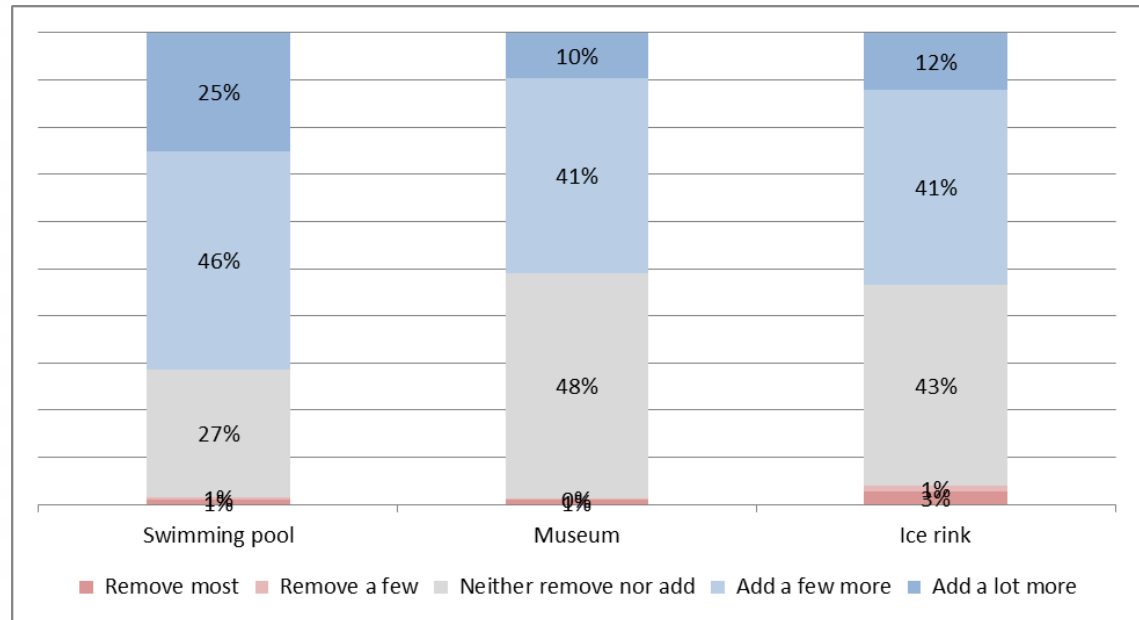
# What retail options should be added?

- Respondents would like to see more restaurants (fine dining and casual), clothing stores, coffee shops, and book stores.



# What cultural and civic opportunities should be added?

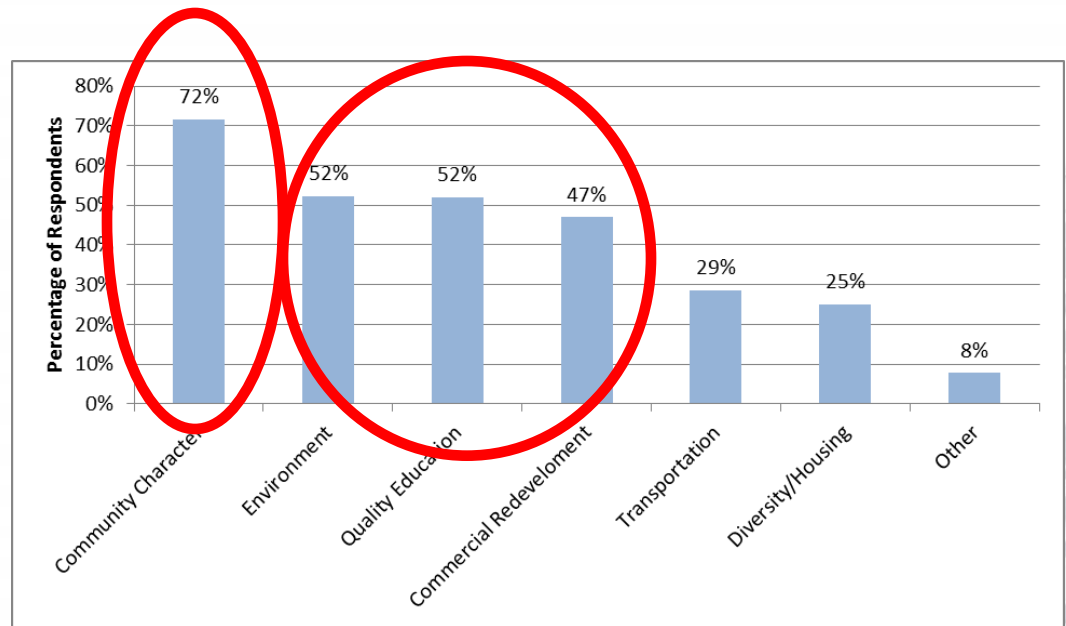
- Respondents would like more public spaces and more social interaction (swimming pool, museum, ice rink).





# What values are most important?

- Community Character
  - Falls Church is a special place, and it should continue to be so
- Environment, Quality Education, and Commercial Redevelopment are also important values.



# Takeaways:

## Values – What do people value?

- **City Character**
  - Unique identity
  - Special place within a larger region
- **The Environment and Parks**
  - Investments in parks
- **Education**
  - Investment in children and youth
- **Takeaways**
  - Use guiding principles to (1) shape private investment and redevelopment, (2) update City policies, and (3) select public investments





# Takeaways:

## Place – What kind of place do people want?

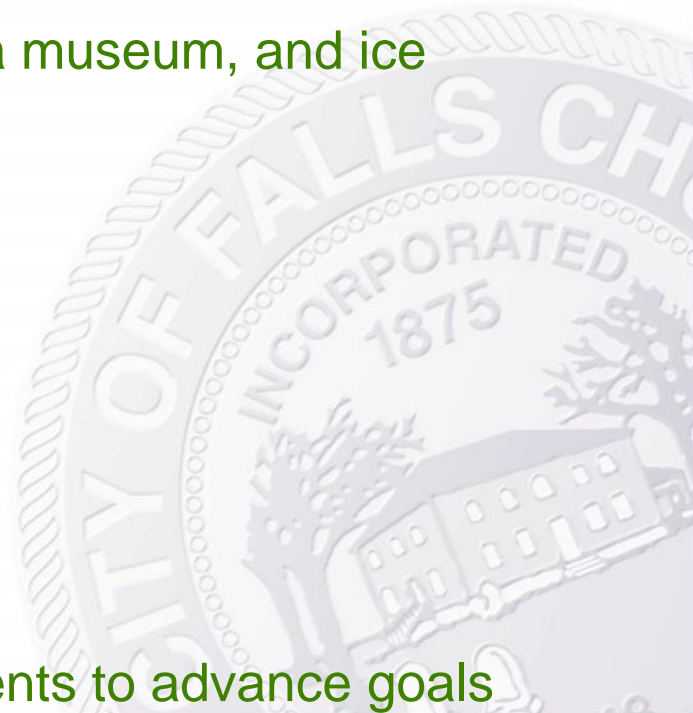
- **Small City**
  - Preference for places like Old Town Alexandria and Shirlington
  - Don't be like Tysons Corner and Ballston
- **Two perspectives**
  - Existing projects very positively received
  - Concern about crowding/building height for future projects
- **Takeaways**
  - Use redevelopment to increase retail and entertainment options
  - While preserving community character



# Takeaways:

## Changes – What changes would improve the City?

- **More activities**
  - Restaurants –fine dining, casual dining, and cafés
  - Shops and specialties –clothing, breweries, book stores
  - Gathering places –swimming pools, a museum, and ice skating
- **More investments in walkability**
  - Pedestrian access
  - Centralized parking
  - Neighborhood traffic calming
  - Safe Routes to School
- **Takeaways**
  - Use a mix public and private investments to advance goals





# Falls Church Vision 2040



[fallschurchva.gov/vision](http://fallschurchva.gov/vision)

## Developing the Draft Plan, What's in the Draft?

Visioning Meeting #2

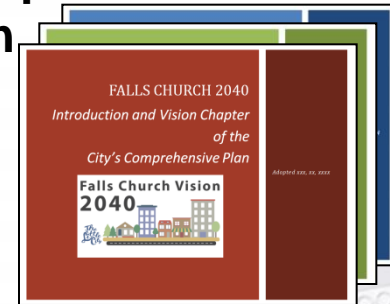
October 1, 2016

# Planning Context – Comprehensive Plans

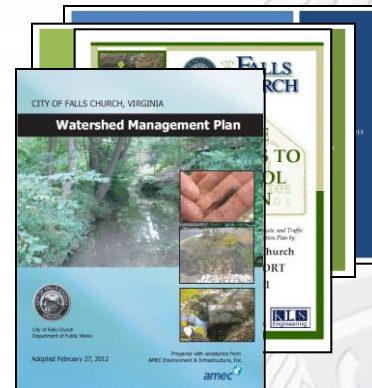
## What is a Comprehensive Plan?

- Overarching vision
- Guides:
  - planning efforts,
  - review of private development proposals,
  - public investments
- Chapter-by-chapter review
  - Vision, Transportation, Parks, etc.

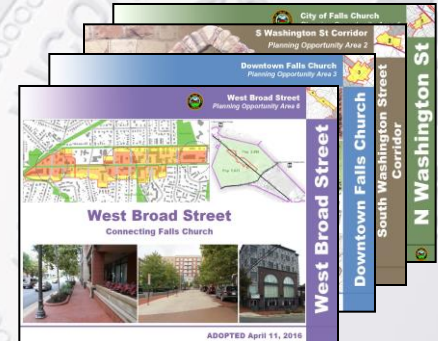
## Comprehensive Plan



## Master Plans



## Small Area Plans





# Planning Context – History of the City

## 1699

- European Settlement

## 1800s

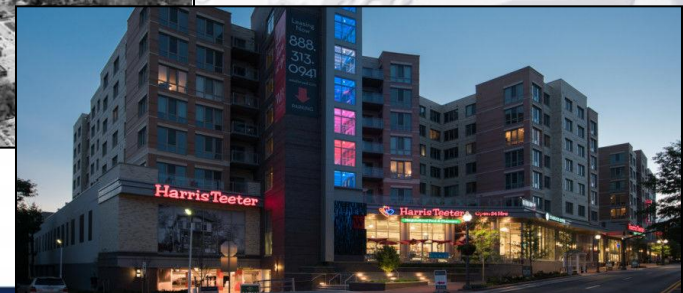
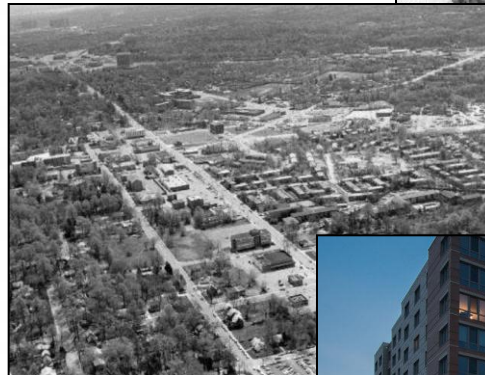
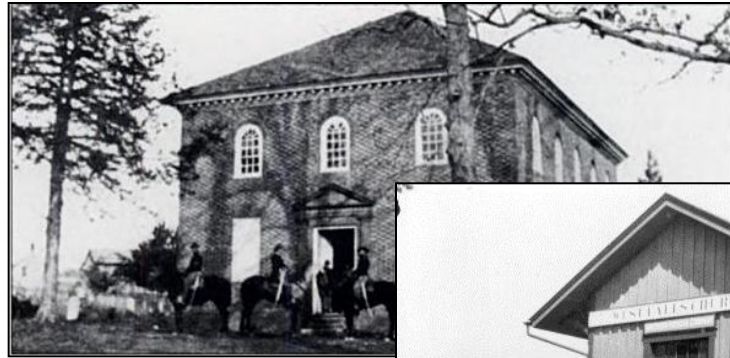
- Population Growth

## 1950s – 1990s

- Post-WWII Suburban Development

## 2000s and Beyond

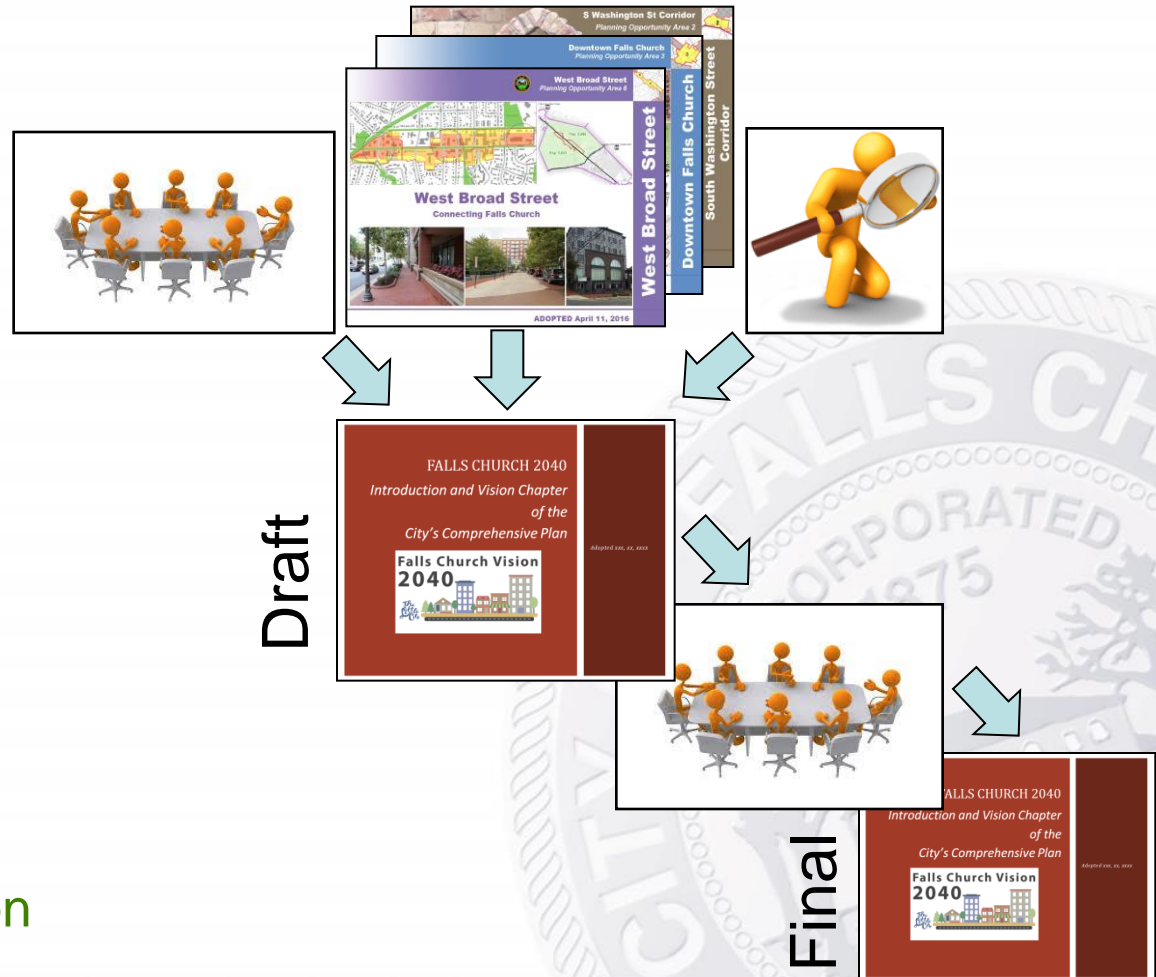
- Mixed Use



# Developing the Draft

## Combining Inputs

- What been done?
  - Public feedback
  - Other City plans
  - Best Practices
- What's next?
  - Public feedback
  - Boards and Commissions
  - City Council and Planning Commission





# How is the Draft Different?



- History –includes recent changes
- Vision – trimmed, more engaging
- Principles – reinforce vision
- Community Indicators – a “report card” to measure progress

# What is a Vision Statement?

## A Vision Statement:

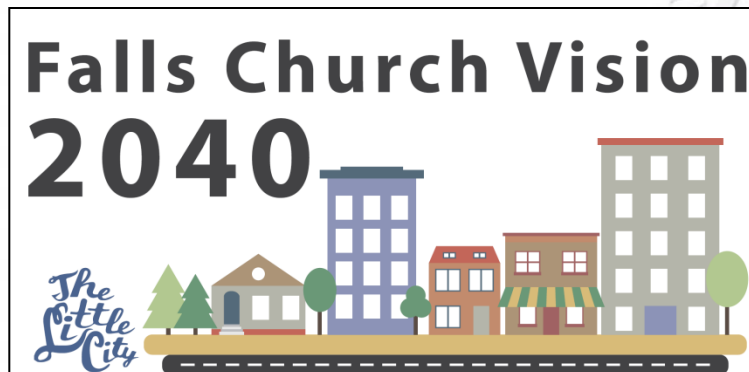
- Long range – ideal future in 20-25 years
- Short, simple, easy to agree upon
- Supplemented by values or principles





# Draft Vision Statement

*In the year 2040, the City of Falls Church is an independent, walkable small city within the Northern Virginia region. Through all the changes, the City celebrates its history and community character and invests in its neighborhoods, schools, and natural environment. These community investments are made possible by a growing population and economy.*

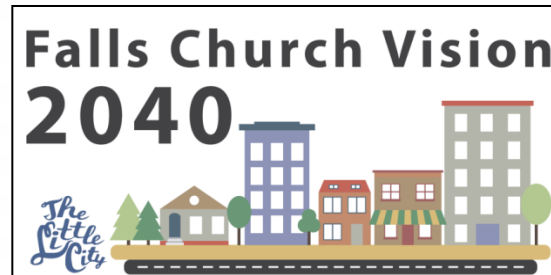


# What are Principles?

- Building Blocks
  - In combination they support the vision
- Values
  - What's important to the community?
  - What is the community proud of?
  - What does the community invest in?



# Draft Principles, Building the Vision



Community  
Character/Urban Form



Economic Sustainability



Education



Transportation



Environmental Sustainability



Diversity/Housing and Social  
Sustainability



Public Health and Safety



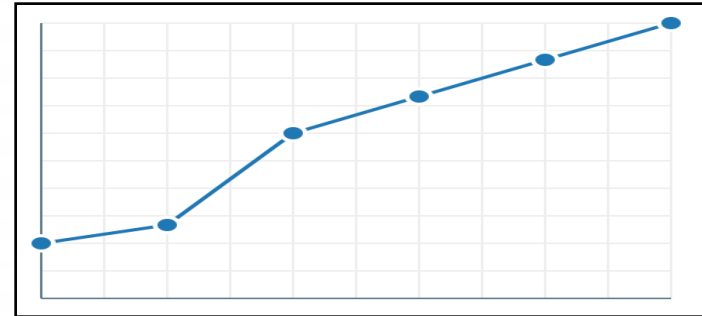
Good and Responsible  
Governance



# What are Community Indicators?

## Community Indicators:

- Numerical measures to provide hard data
- Can be tracked over time to assess trends
- Easy to report to promote conversation
- Easy to collect to reduce reporting costs



## Examples:

- Employment Rate
- High School Graduation Rate
- Miles of Sidewalk
- Acres of Parks
- Median Housing Value
- Percent of Residents Overweight or Obese

# What do you think?

## Conversation Stations

- Topics – Vision, Principles
- Engage – with staff and other participants
- Vote – your thoughts
- Suggest – improvements

